

## Creative Brief: Topic: Tiffany & Co.

1. Project Overview: The goal of my website is to be informational on the history and present of the accessory brand Tiffany & Co. It dives further into what type of design aspects have been made to deliver specific messages over time.
2. Resources: I will mostly be using Wikipedia ([https://en.wikipedia.org/wiki/Tiffany\\_%26\\_Co.](https://en.wikipedia.org/wiki/Tiffany_%26_Co.)) and Tiffany & Co. (<https://www.tiffany.com/>) for photos.
3. Audience: This website is being created for the students and professors in Interaction Foundations. I don't believe young children would be the main audience, and the website will also not be used for commercial use.
4. Message: I'd like to focus on the strong brand identity Tiffany&Co. maintains. This includes how they were one of the first brands to introduce gemstones and continue to be the first idea for many when discussing luxury jewelry brands.
5. Tone: I believe the tone should be elegance, romance, and simplicity. I would like to convey the long history and popularity the band has maintained for years.
6. Visual Style: My instinct is to use gold, silver, and the iconic Tiffany Blue. Make sure to use the simple and elegant tone. Some inspirations:

