

**Creative Director:** Vivienne Chung

**Designer:** Riley Perry

Topic: Nara Park in Japan

Concept: to present Nara Park as a peaceful environment where people and deer coexist. Rather than being purely informational, the tone will be immersive and emotional, highlighting the park's natural beauty, cultural significance, and human/animal interaction through serene imagery, gentle colors, and calm motion

Approach 1: Soft and nature-inspired

- More pastel muted colors, creams, warm neutrals
- Focused more on the immersive experience

Approach 2: Editorial and Elegant

- More minimal
  - Full blend photos
  - More informational
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- Will design a computer and mobile screen for both options
    - Both a home page and an interior page example for each (example interior of 1 of the three sub-pages)
    - Interior pages will have similar layout to each other

Visual Inspo:

