

Creative Brief

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Project Title: Tibetan Mastiff Website

1. Project overview

The goal of my website is to be generally informational, but to present Muhammad Ali's life and past in a way that illustrates his struggles, not just in the boxing ring, but his struggles for equality for himself and all people.

The goal of my website is to display information on the breed of the Tibetan Mastiff as it has a rich cultural history and genealogy. I also want to show off how its been received in a more contemporary setting as its acceptance in parts of the west have ebbed and flowed over the course of the 21st century.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Tibetan_Mastiff, as well as some photography. There are a lot of other photographs available on Google Images as well. Here is another source I found that could help flesh out their history.

<https://www.akc.org/expert-advice/dog-breeds/tibetan-mastiff-history-ancient-guardian-monasteries/>

3. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. As information about animals can be pretty universal, I was thinking that this site would be usable to all audiences. To extrapolate on that, I was thinking that it could be interesting in a way that an adult would be interested in navigating it, but not too complex that if shown to a child, they wouldn't grasp the content maybe with a few questions.

4. Message

I'd like to focus on the legacy that Muhammad Ali left behind. He was not only a great fighter, but an influential social activist and pop icon in a time of segregation and injustice for black people in this country.

For this, the message for me is pretty simple. I love this breed of dog and would love more people to as well. I feel like it gets overshadowed a lot due to it not being in the western cultural consciousness as much as other dogs but I feel like it really should. As an ancient dog that has been around for thousands of years, it's been people's best friends and protectors for so long and I think people should know that.

5. Tone

The tone here should be inviting and compelling. This is about a breed of dog after all. Maybe the tone can shift when describing the history of them into a more old timey newspaper/ found document vibe, but that's only if you feel like it! This topic is kinda broad and a little simple so I would love to let you have fun with it in a way that you're comfortable with.

6. Visual Style

My instinct is to go one of two ways – 1. black and white, maybe even a newsprint sort of feel, or 2. Use an old fight poster feel, with yellowed, worn parchment and styling. I think I'm leaning toward more of a newspaper style, as I think the important things about his career and life were the things that happened outside the ring.

Here are a couple of jpgs of inspiration or ideas. Maybe something in the same vein as these, but not so literal perhaps.

My wish for this is to let you have as much fun with this as you'd like. If you're someone who prefers less structure, have at it. If you would prefer more structure, I can gladly provide. With that, my first thoughts for formatting is like those informational books/ sites for animals people read

as a kid. Also in line with something like national geographic like this <https://www.nationalgeographic.com/animals/article/two-new-species-of-glassfrog-discovered> where the photos of the animals are very present. In terms of color schemes, you could go more traditional and educational, or lean into the more cultural end of it and look into colors associated with Tibet.

<https://kids.nationalgeographic.com/animals/mammals/facts/giant-panda>

You could also go in a direction where each page is styled differently. Like in the home page and description its more modern like a national geographic, and on the history and pop culture side its more historical, like you're uncovering a piece of history.