

## **Creative Brief**

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### **Project Title: Neapolitan Pizza Website**

#### **1. Project overview**

My idea was to make a simple educational website about a really specific topic (Neapolitan pizza, which has a fun/pretty snobby history—I used to work at a Neapolitan pizza place). However, I was prepared to broaden the topic if it turned out to be too specific for an entire website, so I just want to tell you that if you would rather do pizza as a whole or focus on more types of pizza than just this one, definitely feel free and I'm happy to help you however I can.

#### **2. Resources**

[https://en.wikipedia.org/wiki/Neapolitan\\_pizza](https://en.wikipedia.org/wiki/Neapolitan_pizza)  
<https://www.thespruce.com/what-is-neapolitan-pizza-2708762>  
<https://en.wikipedia.org/wiki/Pizza> (for other kinds if you want to broaden)

#### **3. Audience**

Instructors, employers, pizza enthusiasts. Adults, not kids.

#### **4. Message**

Pizza is delicious and this particular kind is interesting and historical.

#### **5. Tone**

Modern, simple. Written like a swanky restaurant menu. Basically want to make the pizza seem as delicious as possible.

#### **6. Visual Style**

Sleek and clean, with large photos.

<https://www.theeddynyc.com/>  
<http://thekingsarmslondon.co.uk/>