

Creative Brief

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Van-Dwelling Website

Project Overview

The goal of this website is to provide an informative and engaging resource on van-dwelling lifestyle. It will showcase the historical roots of van-dwelling, the appeal of a mobile lifestyle, practical tips, and the challenges faced by van-dwellers.

Resources

Content will be primarily sourced from the Wikipedia page on van-dwelling. Photographic resources will come from online repositories like Unsplash.

Audience

This website will target adults aged 18-40 who are interested in alternative lifestyles, minimalism, and travel. Likely visitors will include adventure seekers and individuals curious about the van life community.

Message

The central message is to convey van-dwelling as a viable, adventurous lifestyle option that fosters freedom and community.

Tone

The tone of the site will be warm, and informative. The overall mood will be organic and laidback.

Visual Style

The visual style will reflect the rustic, minimalist, and nature-oriented aesthetics associated with van-dwelling. Design elements will include earthy color palettes, soft, natural lighting, and an organic layout.



Spotlight



