

Creative Brief

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Project Title: Lana Del Rey Website

1. Project Overview: The goal of my website is to provide information to people who are not aware of Puerto Rico's situation in an engaging and organized manner. It is an extremely important topic to be that I believe people should not be ignorant on.
2. Resources: These are some of the websites I've been looking at:
 - https://en.wikipedia.org/wiki/Act_22_of_2012
 - <https://www.andrews.edu/life/student-movement/issues/2022-12-01/news-act-22-and-statehood-what-is-the-answer-to-puerto-ricos-problems.html#:~:text=Act%202022%20is%20a%20bill,and%20can%20prove%20residency%20status.>
 - <https://torrescpa.com/pr-tax-incentives/act-22/#:~:text=Along%20with%20Puerto%20Rico%20Tax,and%20long%2Dterm%20capital%20gains.>
3. Audience: The audience for this website is anyone who is willing to keep an open mind and learn about a topic they might not have previously known about. It is also for anyone who wants to understand more deeply what these Act are (because at one point I knew about them, but not the intricacies of what they entailed).
4. Message: I want to lay out facts. I know everyone is entitled to their own opinion and I hope that this website will help people be able to craft those opinions in an educated way.
5. Tone: The tone will be simple and straightforward. I want to keep it simple but also not too cluttered. Adding some areas that have more concise information but also expands into more detailed paragraphs.
6. Visual Style Current ideas: Full of imagery of the island and from news clippings that detail some of the problems faced.