

Creative Brief

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Project Title: Panda Website

https://en.wikipedia.org/wiki/Giant_panda

1. Project Overview

The goal of this website is to educate and inspire curiosity about giant pandas. While it will be generally informational, I want to go beyond just facts — the site will emphasize the emotional and symbolic significance of pandas as conservation icons, their unique biology, and their role in cultural diplomacy. The experience should be engaging for a modern digital audience.

2. Resources

Main content will come from [Wikipedia's Panda article](#). There are additional information from trusted wildlife and conservation sources like WWF and National Geographic as well.

3. Audience

This is an informational site that could appeal to a wide audience, from students to wildlife enthusiasts. The tone should be accessible and professional.

4. Message

Pandas are more than just cute animals. They are a powerful symbol of wildlife conservation and environmental responsibility. I want to highlight both the biological uniqueness of pandas and the broader story of how global efforts helped bring them back from the brink of extinction.

5. Tone

Warm, thoughtful, and optimistic. The site should feel friendly, yet informative and credible.

6. Visual Style

Natural and soft, lots of white space, gentle rounded typography, earth tones (greens, bamboo hues, black/white accents), and nature photography. Visual cues may include subtle bamboo textures or illustrations. Here are the list of website that include example visuals:

<https://www.worldwildlife.org/species/giant-panda>

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

<https://animals.sandiegozoo.org/animals/giant-panda>