# Creative Brief

PROJECT: **ONE WORLD TRADE CENTER**
Address: 285 Fulton St, New York, NY 10007

**Primary Goal of Website:** I want the website to cast the new world trade center in the light of modernity. Representing a new direction that NEW YORK City is headed, especially architecturally. The qualities of the World Trade Center make it a better building environmentally and structurally. Ultimately, it's more than just a replacement of the buildings that came before. Let's focus more on the building itself and why it is unique and not the terrorist attacks on 9/11

**AUDIENCE:** Primarily exist of people looking for some facts about the New World Trade Center. Obviously, our instructors.

**HOME PAGE**
The home page is going to be about flash. It is meant to be engaging for the view, but should link to other parts of the website. There will be a statement about the tower ("Intro: The new addition of the one world trade had refilled the silhouettes of the former Twin Towers that were ripped from the skyline in 2001. The one world trade center now stands, finished, and an entirely new way to experience NEW YORK CITY.") That was a rough draft. The statement can change. I was thinking of having a large image while at the top have the logo of the tower and a row of links to the other pages in the website.

**Resources:**
Primarily Wikipedia: https://en.wikipedia.org/wiki/One_World_Trade_Center#Architecture_and_design ,but I would also suggest visiting the actually world trade center website: https://www.wtc.com/

**ABOUT PAGE:** Will provide the name of the architect. His inspiration for the design, and information about the features of the tower like the restaurant, office space, events, and materials of the building.

**HISTORY PAGE:** The history page is not meant to talk about the 9/11 attacks rather the early development of the project and how it was finished. If the focus is to highlight the building process than how should my design or layout be to emphasize the major players. Ask yourself, who were the one's who got it built, challenges to meet deadlines, technique of building. What was innovative or unique about creating this building.
**OBSERVATORY PAGE :** information of the view. Provide images of the view.

**MEMORIAL PAGE:** context to the memorial construction

**TONE:** The tone should be awe. The images should engage the viewer, especially emphasizing the verticality of the building. How it stands alone in the downtown skyline, and how it is the tallest building in the western hemisphere and 4th in the world. That doesn't mean we should shy away from the grit and struggles that went into the process of building this thing. So if on a page we take a more human look at the construction would be interesting contrast to the expansiveness, lightness, and simplicity of the building.

**Visual Style:** I think a sleek and clean style. With white and a light blue as the primary colors. Would be great. Some images that have clear blue sky would fit. Or have an image that acts as the entire background. Still its ok to have images that may contrast with sharp color.