

## **Creative Brief:**

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### **Project Title: Mangosteen (The Hidden Gem of Fruits!)**

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

-The goal of my website is to be informational. Mangosteen is a fruit that many do not know about, so this website is meant to explain the origins, benefits, and uses of the fruit.

#### **2. Resources**

- a. <https://en.wikipedia.org/wiki/Mangosteen>, copy can be found here.
- b. <https://www.healthline.com/nutrition/mangosteen>, Health benefits
- c. Images can also be found on Flickr

#### **3. Audience**

-Because this is a strictly informational site, it will not be promoted or targeted towards a specific audience. It will be reviewed for my portfolio review so nothing too extreme.

#### **4. Message**

-The message of this is to inform people about something they most likely do not know about. It's origins are from Asia, so beyond the fruit itself there could be some facts about the culture that surrounds it.

#### **5. Tone**

-The tone of this should be relatively approachable. Using language that could be interpreted by most.

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

-Nothing too stylistic, because I want this to be easily digestible and easy to follow. Maybe having hints of color or styles of the Asian culture could be fun?



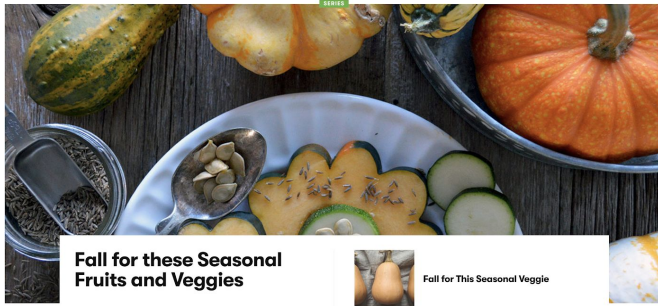
The flavor of the tropical—and difficult to find—mangosteen has been described as a delicious mix of lychee, peach, strawberry, and pineapple.

PHOTOGRAPH BY BLOOMBERG VIA GETTY IMAGES

| THE PLATE |

## Meet the Mangosteen

The "Queen of Fruits" is hard to find in the U.S. To understand why, you need to understand how fruit makes the cut for the grocery store.



### Fall for these Seasonal Fruits and Veggies

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Fall for This Seasonal Veggie



Mexican Sweet Potato and Black Bean Stew with Quinoa and Kale

