

# Creative Brief

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## Project Title: Pomeranians

### 1. Project overview:

The goal of my website is to be an informational page about pomeranians. Hopefully to give the viewer a general overview of what they are and important information about them.

### 2. Resources

Copy is available on [Wikipedia Pomeranian Page](#). Lots of images also on google.

### 3. Audience

Since this website is informational, the audience will probably be people who want to know more about this dog breed. It is not going to be directly persuasive, but since it is a pretty specific topic, the audience might be someone looking to get a dog and want to know more about pomeranians.

### 4. Message

I think the message in this site is overall to inform people about pomeranians and hopefully with a better understanding of the breed, they might come to admire them more.

### 5. Tone

I want the tone of this website to be friendly. Pomeranians are often thought of as very cute and I want the tone to reflect this. There can be more serious aspects to it in places such as the "history" segment, but overall it should be pretty easily digestible.

### 6. Visual Styles

I had two ideas for the visual styles. One relates to a more modern version of pomeranians. I think because this site could be so image and photography heavy, the visual styles to go along with this could be relatively simple with a sans-serif typeface and cool colors such as white, light blue, etc. Another idea I had was to make it more decorated and historical. Historically pomeranians were always owned by royalty and featured in many paintings of queens and kings. So I was thinking it could be interesting to go with that route and make the site look like a historical royal painting.



## Pomeranians as Pets



from  the spruce

**Life Expectancy** 12 to 16 years  
**Size** 6 to 7 in; 3 to 7 lbs

### **Breed**

- Group: Toy
- Extremely loyal to its loved ones and can be an effective guard dog

### **Diet**

- Monitor weight as even one extra pound is a lot in a toy breed

### **Training**

- Adequate training and socialization are absolutely essential
- Smart dogs that respond quickly to training

### **Health**

- Prone to patellar luxation, collapsing trachea, and progressive retinal atrophy

