

Creative Brief

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1. Project Overview

The purpose of this is to inform people of Favelas. Favelas are unregulated type of slum neighborhood in Brazil. The residents of these slums do not purchase the land, and they build the houses themselves with materials found on the street. These individuals do so due to the lack of resources given to the poor in Brazil. These neighborhoods have a very rich cultural and historic background. They are also a major controversial issue in Brazil. For this page, I want to discuss the issues in Favelas, such as crime, and the rich culture.

2. Resources

<https://en.wikipedia.org/wiki/Favela#Music>

<https://www.nbcnews.com/storyline/2016-rio-summer-olympics/what-favela-five-things-know-about-rio-s-so-called-n622836>

3. Audience

This is strictly informational site, and won't be promoted commercially. This will be a part of my portfolio, so it will be seen by employers.

4. Message

I want to focus on how complex life in the Favelas are in terms of crime history, origin, culture, and the controversy of what to do with Favelas (should they be destroyed, renovated). There is also the issue of what to do with its residents (simply kick them out or find them alternative housing).

5. Tone

For the most part, the tone should be serious. However, there are moments where it should be playful, such as when discussing the culture.

6. Visual Style

I am thinking that the color palette should be mainly earth tones, with potential pops of color for emphasis. In the pictures of Favelas, you see that the buildings are mainly unsaturated colors, but there are moments of bright colors.

