Wikipedia Article Microsite-Creative Brief
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Project Title: Tarot Card Website
- Overview
    - The goal of this site is to be informational
    - Provide viewers with an introduction to tarot cards as a form of cartomancy, its card deck components and history

- Sources-information will be gathered from Tarot card reading wikipedia. Images of the tarot cards will be gathered from a separate site to ensure a consistent style.
    - https://en.wikipedia.org/wiki/Major_Arcana
    - https://en.wikipedia.org/wiki/Tarot_card_reading
    - https://en.wikipedia.org/wiki/Minor_Arcana
    - https://www.purplegarden.co/blog/list-of-tarot-cards-with-pictures

- Audience
    - The audience will most likely be those who are interested in learning (generally, not to become an expert/interpreter of tarot) about tarot cards. There are no specific groups of audiences that this site aims to communicate with, nor does it have restrictions on audience groups.

- Message
    - Since this site aims to be plainly informational, it doesn't express any views on the tarot cards or try to persuade the audience over any ideas.

- Tone
    - I want this site to have a playful tone to engage viewers' interest in learning more about tarot cards or have a mysterious tone because tarot cards serve as a form of cartomancy.

- Visual Style
    - I want to use either 1) a warm-tone color palette with a handwritten, notebook-collection font and style to give the site a handmade quality, or use 2) a more technological style with purple as the main color (generally cool colors, possibly entirely in darkmode to resemble a sense of space, since astrology is also often associated with divination), potentially paired with a serif typeface, to express the mysteriousness of tarots as a divination object.
    - In my vision this site should use simple design choices so that it doesn't become overwhelming with the images of different illustrations presented by tarot cards.
    - I want to put emphasis on the organization of contents, because there are so many different tarot cards. Simply listing them will result in a boring, long list, while not organizing the cards will create confusion for the audience.

Some examples of tarot cards and a general sense of color palette

Source: https://www.purplegarden.co/blog/list-of-tarot-cards-with-pictures

Handmade style incorporated into website design
(1) hand-writing typefaces and decorative elements;
(2) illustration style, divination decorative elements, lightmode vs darkmode background;
(3) paper tone background

Source: https://elements.envato.com/learn/handwritten-typography-web-design
Source: https://www.shutterstock.com/zh/search/divine-design?page=5