

Creative Brief

Project Title: The Art & History of Sushi Microsite

1. Project Overview

The goal of this website is to provide a comprehensive look at sushi as a global culinary phenomenon. It will be informational in nature and explore the history, variety, and cultural etiquette of sushi over the years. The design choices I make will highlight the high quality sushi photos I plan on including, and the colors, fonts, and layouts will create a particular vibe and show how sushi today is a fusion of ancient traditions with modern twists. I want the atmosphere of the website to feel intimate and serene because I see sushi as a beautiful and elegant art form.

2. Resources

- **Copy:** Primary text will be adapted from <https://en.wikipedia.org/wiki/Sushi>
- **Imagery:** Macro photography of raw seafood and ingredients, along with textures of volcanic stone (basalt), bamboo, and calligraphy scrolls.
- **Typography:** The site will use [losevka Charon Mono](#) for different headings, body text, captions/labels, and technical data.

3. Audience

The primary audience will be instructors and students at WashU, prospective employers, should I choose to include the final product in my portfolio, and, in general, individuals who appreciate good design and are passionate or willing to learn about Japanese food and culture.

4. Message

The microsite will convey sushi as an art with centuries of history behind it, rather than just being a food item. It should highlight the precision required to make sushi, from the years of training required to become a sushi chef to the specific artistry of making different sushi types like Nigiri or Maki.

5. Tone

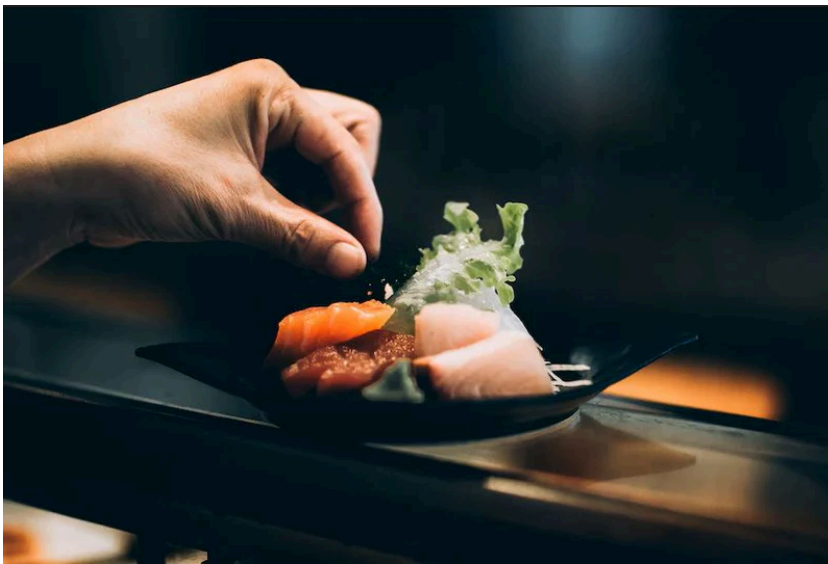
The tone will be zen-like and elegant. I want it to feel high-end and premium like the atmosphere of an omakase restaurant, so I will use either light or dark tones and minimalist layouts that make the site feel calm and respectful. The focus of the site will be on the high-quality images of different types of sushi and ingredients. I want to avoid a cheap takeout or all-you-can eat restaurant vibe.

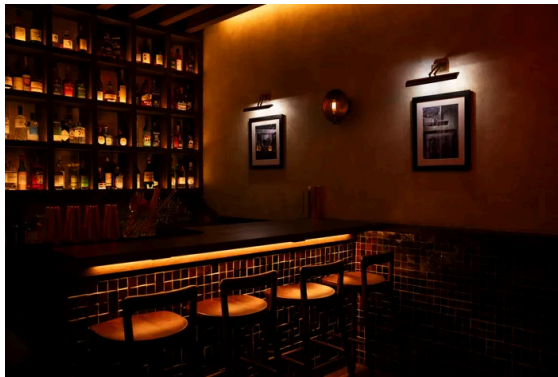
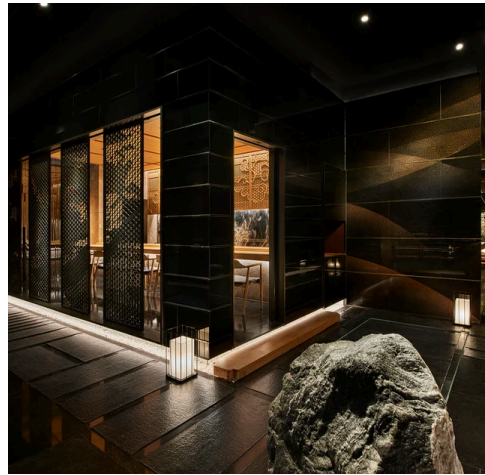
6. Visual Style

The website will be a single-page, smooth-scrolling experience with a navigation bar at the top to help you jump between sections. The style should feel like a blend of traditional Japanese minimalism with modern elements like glassmorphism. I will use lots of negative space and organic textures like light wood or slate. The visuals will include macro photography with a consistent style to highlight the sushi while still maintaining a serene atmosphere. The primary font will be Iosevka Charon Mono, which has a clean, elegant, and technical feel to it.

Potential Color Palette:

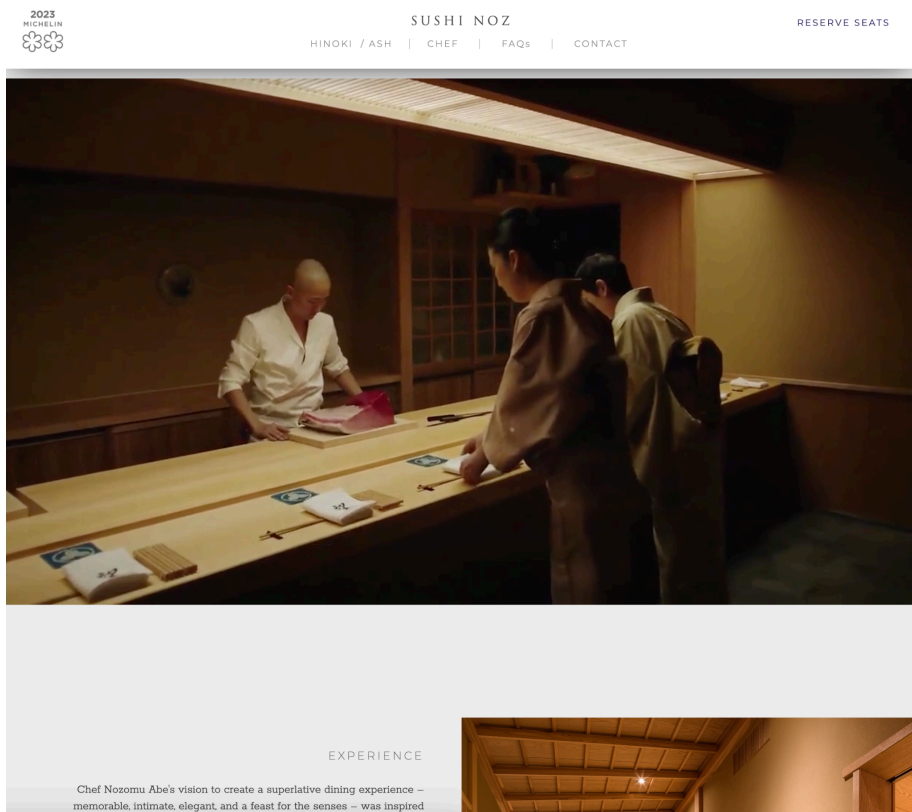
- #0A0A0A (Basalt Black), #1A1A1A (Obsidian), and #E8E2D0 (Washi Paper White) for text
- Accents in #FF5733 (Salmon/Tuna) and #D4AF37 (Muted Gold/Lantern light)







Sushi Zo NYC Website



Sushi Noz NYC Website