

Creative Breif

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1. Project Overview

To inform the people about the city Narkanda in Himachal Pradesh, India. Narkanda is the town where my mom's family is from; its is a beautiful town located in the northern part of India and has a relatively small population (~2000). Narkanda is known for its cold winters, skiing, and extensive apple orchards. However, the culture of this part of India is very rich and is made up of a wide range of people: locals, nepalese immigrants, tibetan immigrants, tourists, and more.

2. Resources

Copy: <https://en.wikipedia.org/wiki/Narkanda>

Great high quality pics of Narkanda:

<https://www.thrillophilia.com/destinations/narkanda/places-to-visit>

Google Images

(Will send more images directly via email)

3. Audience

Stricly informational, no public commerical promotion. This will be seen by instructors, friends (possibly will be linked in my portfolio).

4. Message

I want to focus on the beauty of the town in terms of geographically, culturally, and historically. Narkanda is a town in the Shimla district, one of the largest hill stations in northern India. It is a beautiful skiing destination in the winter, and a hub for apple farming in the spring/fall/summer/monsoon seasons. Also, you will find people from all walks of life in this town.

5. Tone

The tone for this piece should be rich, yet accurate and direct. It is not a commerical for the town but more an informative piece on Narkanda's relevance. I would like the website to be more image heavy.

6. Visual Style

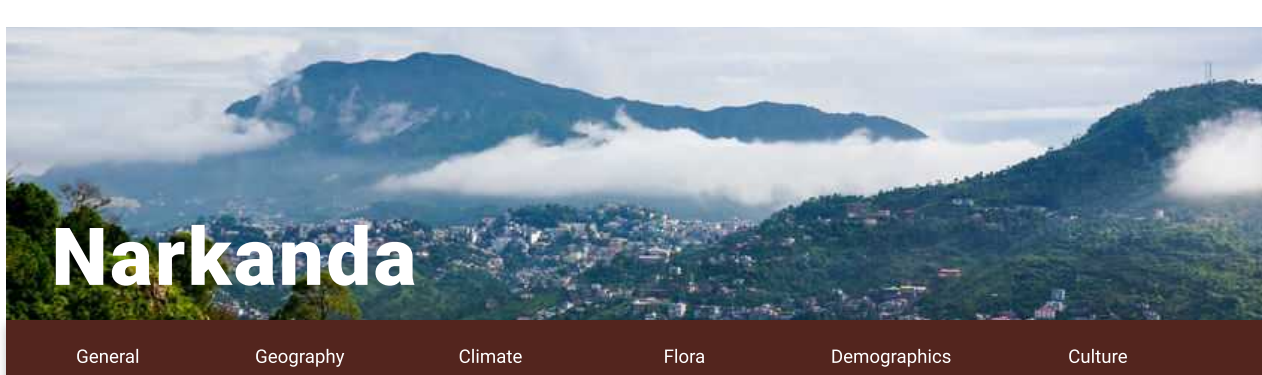
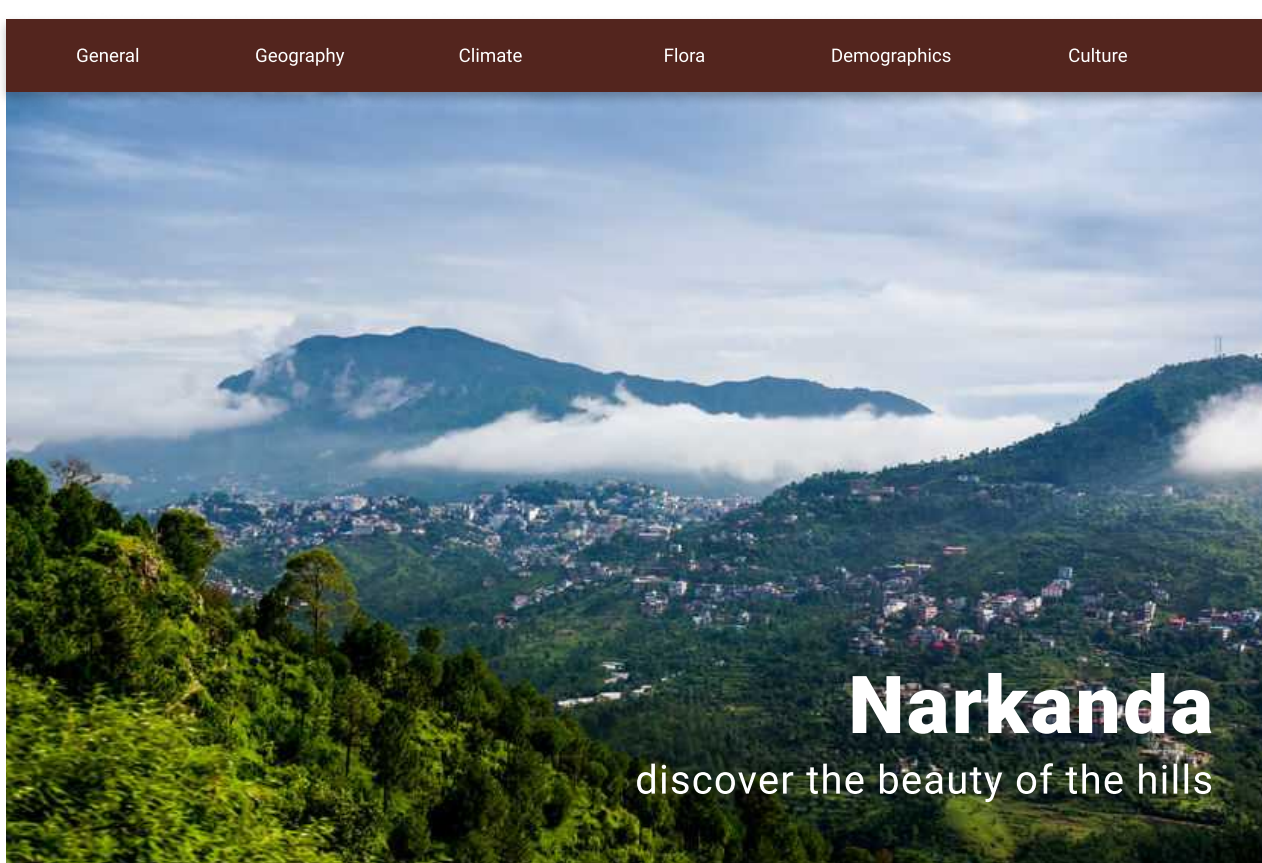
I am thinking, natural softer colors (earthy tones). Some examples of colors I had in mind:



7. Info Architecture

Generally, the layout of the wiki page is great; however, I would like to include a section on **culture**

(<https://www.yatra.com/india-tourism/narkanda/culture>) --> this text would be fine



<- some sort of landscape image of narkanda

<- top navigation bar

CULTURE

Although being a major destination for adventurous explorers, this town has remained aloof to commercialization and urbanisation. This keeps its essence and beauty intact, along with its culture and heritage. Exclusive to Narkanda is its folk culture. Bakayang dance, Kayang dance, jataru Kayang dance, Bnyangchu dance and Rasa dance are the folk dances which you will witness only in this part of the world. Music is the soul of any place and the music in Narkanda is dominated by an array of authentic instruments like Ektara Chimta, Flute, Ghungroo, Manjara, Ghariyal, etc. This town is famous for its indigenous music. Sung by the locals with their heart and soul, this music is absolutely pleasant to hear. In the true secular style, you will see the inhabitants celebrating Diwali and Holi with as much zeal as they would celebrate Christmas or Lohri with. Along with nature, this town has been gifted with art too. Bamboo items and metal artefacts and jewellery made by the tribes of this area, are world-famous. You can take beautiful souvenirs with you, back home. The cuisine of this little town has a pure Himachali influence, with simple, lip-smacking dishes. Their meaty delights are spicy, to suit the weather conditions.



(of course, these are just ideas, feel free to experiment - I am not at all set on this style/ idea, this is simply a thought)