Creative Brief

Carl Wang 26/10/2025

Project Title: Honda Civic Website

1. Project overview

The goal of my site is to be neutral and informational, with a bit of trying to archive how the Honda Civic came to be one of the world's most renowned car models.

1. Resources

<u>https://en.wikipedia.org/wiki/Honda_Civic</u> - the wikipedia site has the most information about the civic.

https://automobiles.honda.com/civic - honda's official website provides information about the current civic model.

https://web.archive.org/web/20150317203925/http://automobiles.honda.com/civic/ - past honda civic official sites that provides information about civic models in the past

2. Audience

The audience would be my professors, and also audiences who like cars or are enthusiasts and want to know more about the Civic's history and how it came to be the car it is today. The site is also aimed towards the car historians who want to look at the car model's past. This site is less for people who actually want to buy a Civic because it provides little information on what an average car buyer would need to make their purchase decision.

3. Message

The message would largely be informational, to let readers understand thoroughly the history of such a well-known and long-running nameplate. The message would also include a walkthrough of how automotive technology has advanced over the years through looking at the development of the honda civic lineup.

4. Tone

The tone of this site should be neutral and informational. Although it is a mostly archival information site, I think there should also be a sense of informalness when talking about things to close the distance between the viewer and the text.

5. Visual Style

The visual style is to follow honda civic's general visual style of different eras of the honda civic as honda advertised it. During the 2000s there is a sort of a metallic silver style used in honda's website and their styling in general, and during the 2010s there is a more border and color block styling with a lot of structure to it. In the 2020s there is a lot of use for images and clean and minimalistic text. My design style might be a mixture of all these to accurately reflect the different cars in their respective ages.



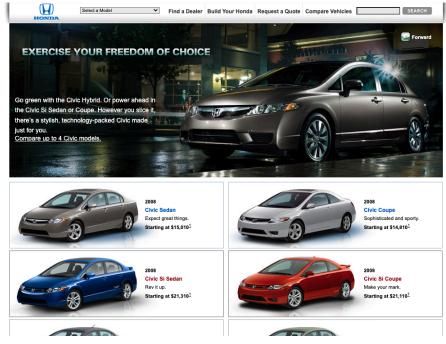
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クルマ TOP $(\sharp \sharp \sharp)$ カーラインアップ + 購入検討中の方へ + Hondaのクルマづくり + クルマと楽しむ + オーナーサポート + お問い合わせ











Are Civic drivers the smartest people on earth?
Quite possibly. Their cars are reliable, economical and remarkably fuel-efficient.
IntelliChoice® honored the Civic with two "Best Overall Value" awards. And Kelley
Blue Book calls it a "Top Value Retainer." Plus, it earned a 5-star frontal-crash test
rating from the National Highway Traffic Safety Administration [NHTSA].

There are many choices when it comes to the Civic Sedan. Click a trim level below, and decide which one is right for you.

MSRP	Level
\$13,160	DX
\$14,560	Value Package
\$15,510	LX
¢17.410	FV







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2025 Accord SE

Rugged Capability
Intelligent AWD systems and traction modes to help you tackle the terrain.