

# Creative Brief

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## 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

[https://en.wikipedia.org/wiki/Honda\\_Civic](https://en.wikipedia.org/wiki/Honda_Civic) - 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 informality 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.

我动  
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混合动力车



Honda CR-Z



FIT



INSIGHT

轿车



歌诗图  
CR-V



雅阁  
Accord



思铂睿  
CIVIC



本田 Civic

**CIVIC** シビック

タイプ・価格 + スタイリング・インテリア + 性能・安全 + 装備・室内空間 + Special + ...



Select a Model 

[Find a Dealer](#)

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[Request a Quote](#)

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**EXERCISE YOUR FREEDOM OF CHOICE**

Go green with the Civic Hybrid. Or power ahead in the Civic Si Sedan or Coupe. However you slice it, there's a stylish, technology-packed Civic made just for you.  
[Compare up to 4 Civic models.](#)

 Forward



2008  
**Civic Sedan**  
Expect great things.  
Starting at \$15,010<sup>1</sup>



2008  
**Civic Coupe**  
Sophisticated and sporty.  
Starting at \$14,810<sup>1</sup>



2008  
**Civic Si Sedan**  
Rev it up.  
Starting at \$21,310<sup>1</sup>



2008  
**Civic Si Coupe**  
Make your mark.  
Starting at \$21,110<sup>1</sup>

**2026 Civic Sport Hatchback**  
 \$28,990 MSRP\* as built

**2025 Accord SE**  
 \$31,755 MSRP\* as built

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