Content Outline

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Project Title: Kei Car Website

1. Project overview -

The goal of this website is to provide an informal introduction into Japan's kei car class and spark some form of excitement in the oddity that has become as a result of the strict specifications of the kei class.

2. Resources -

The wikipedia article can be found here: https://en.wikipedia.org/wiki/Kei_car
For pictures, google images will be the best source for photos of kei cars as well as the streets they are designed for.

3. Audience -

This particular website will not be used commercially, so its audience will not be customers. Rather, most directly this will be seen by my fellow classmates and my instructors. Beyond that, people interested in the concept of kei cars or even cars in general will also be viewers.

4. Message -

I would like to focus on the ingenious/odd compromises that car companies have made in order to produce vehicles that are still practical despite their required small size. Additionally, I wold like to feature the styling choices that have been made in kei cars and the categories within the kei car classification.

5. Tone -

The overall feeling from the website should be that of awe if anything at all. I am not trying to sway my audience to feel a certain way about these cars. I would the tone to be strictly educational and it should remain lighthearted and fun — like a kei car!

6. Visual Style -

I would like the website to be grouped from the start of the kei car classification to the modern day. In order to achieve this, I envision high contrast between the background and text and vertically stacked groupings of information — starting with the first kei car and moving down from there. In terms of styling, I think emulating an owner's manual would be interesting, but perhaps with a black background rather than the bright white we most often see.

Height: 2000 mm

Width: 1,480 mm

Length: 3,400 mm