

Creative Brief

Jeeho Kang
10/28/2025

Project Title: Toilet Paper Orientation

1. Project Overview

The goal of this microsite is to present the humorous yet socially interesting topic of toilet paper orientation in a visually engaging and educational way.

2. Target Audience

The content is intended for general audiences who are interested in everyday curiosities, pop culture and design. It can also interest anyone who is interested in sociology and casual web readers as well.

3. Message

I want to communicate that even simple, daily choices can reveal social patterns, personal identity and have psychological reasonings behind it. The goal is to show how design, habit and psychology connects in everyday life.

4. Tone

The tone should be witty and intelligent so that it doesn't sound too serious. The writing voice should make readers want to engage more in the article and smile while learning something new.

5. Visual Style

I want the page to look minimal and well-structured. The color palette will mainly consist of clean white and light gray and soft blue and muted red for highlighting the two sides of the debate. The sans-serif font such as Helvetica and Halcom will be used for clarity and bold typefaces will be used for key facts.

In terms of the imagery, simple line illustrations and icons will be added especially for “over” and “under” positions and visual timeline will be shown for historical content.



