

Creative Brief

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Project Title: Sinan Road, Shanghai 思南路

1. Project Overview

The goal of my website is to be a travel guide for people who are interested in visiting Shanghai's Former French Concession. I would like to focus on Sinan Road, a "hidden gems" that was known by locals but less mentioned in most travel guides.

2. Resources

https://www.tripstoshanghai.com/attractions/show/sinan_road.htm;
<https://www.travelchinaguide.com/attraction/shanghai/sinan-road.htm>
And some photography sources.

3. Audience

Potential audience of the website are people who are interested in Shanghai, who want to learn more about Shanghai from a unique perspective, and those who are planning on visiting Shanghai in the future.

4. Message

I would like to focus on the two-sided nature of Sinan Road; acknowledge its historical significance and look at it as part of an international metropolis.

5. Tone

The tone will be an informative and delightful tone; there will be a lot of photos.

6. Visual Style

For the historical portion, the color will be B&W/monochromatic; the other sections will have a more colorful and brilliant style.



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車でお越しの場合

- 熊本駅方面からお越しの方
熊本市電A系統・熊本駅前～紙園橋駅 / 約1分(紙園橋駅より徒歩4分)
- サクラマチマモト方面からお越しの方
熊本市電A系統・平島駅～紙園橋駅 / 約7分(紙園橋駅より徒歩4分)

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- 熊本市街地より約6分
- 熊本ICより約30分

駐車場について
当館付近にある有料駐車場をご利用ください。