

# Creative Brief

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## Project Title: The Cultural History of Bubble Tea

### 1. Project overview

This microsite will serve as a visually engaging and informative exploration of bubble tea (boba)--from its Taiwanese origins to its global rise as a cultural icon. The site will emphasize not just what bubble tea is, but what it represents: youth identity, Asian diaspora pride, and food trend globalization. The goal is to tell a story that feels flavorful, fun, and meaningful.

### 2. Resources

Main reference article: [https://en.wikipedia.org/wiki/Bubble\\_tea](https://en.wikipedia.org/wiki/Bubble_tea)

Additional images and historical references will be sourced from Google Images, cultural blogs, and popular bubble tea brand sites (e.g., Gong Cha, Tiger Sugar, The Alley, etc.).

### 3. Audience

This site is meant for an informed general audience--especially those interested in food culture, global trends, or Asian identity. Visitors might be college students, food bloggers, or casual web users curious about the story behind a drink they already love. The tone will be accessible and playful, but still well-researched.

### 4. Message

Bubble tea is more than a drink--it's a social symbol. From teen hangouts in Taipei to influencer Instagram posts in New York, boba has become a medium for cultural expression and connection. This microsite will convey that global journey, highlighting both the drink's history and its emotional and cultural resonance.

### 5. Tone

The tone should be colorful, playful, and expressive--think: "pop culture documentary meets food zine." A subtle undercurrent of nostalgia may add emotional texture, especially in sections about the drink's 1980s roots or diaspora identity.

### 6. Visual Style

The design style will mix bold colors, bubble-inspired shapes, and layered visuals that suggest texture--tapioca pearls, layered milk, swirling tea. Pages may include pastel gradients, hand-drawn doodles, or animated bubble effects. Fonts should be rounded and fun but still readable. Imagery will include drinks, storefronts, people sharing boba --capturing both cultural and sensory pleasure.

Inspiration references might include:

- Bubble tea brand visuals (The Alley, HEYTEA)
- Retro 80s/90s print design
- Social media aesthetics (Instagrammable drinks, pastel photography)