

Creative Brief

Katie Heider
Nov 8, 2017

Project Title: Cryptids Website

1. PROJECT OVERVIEW

The goal of my project is to educate about cryptids, and make a website that doesn't look like this: <http://www.flatwoodsmonster.com/>, <http://www.newanimal.org/>, because all cryptid websites have that constantly increasing sense of urgency and illegibility.

2. RESOURCES

Copy is available here: https://en.wikipedia.org/wiki/List_of_cryptids, (specific articles for aforementioned cryptids, all linked from the original page) <https://en.wikipedia.org/wiki/Bigfoot>, <https://en.wikipedia.org/wiki/Chupacabra>, <https://en.wikipedia.org/wiki/Mothman>, https://en.wikipedia.org/wiki/Flatwoods_monster. Images can be found there, as well as on a google search. Copy for personal accounts is found under the "History" section of the wikipedia page (lmao).

3. AUDIENCE

This is a strictly informational site, and won't be promoted in any way. My audience is everyone in this class, and professors, and those who would look at this when reviewing my portfolio. Demographic information is all across the board, but everyone looking at it will most likely have graduated high school at the least.

4. MESSAGE

I'd like to focus on varying accounts and interpretations of specific cryptids. Many of these accounts have explanations that debunk them, but that's no fun so I want to avoid that, and focus on the mystery instead.

5. TONE

The tone I want is mysterious and subtle. Think like covered in fog. Neither particularly serious nor particularly playful, just informative.

6. VISUAL STYLE

Something newspaper-y or found-footage-y could be good, but nothing so over-the-top or obvious, could influence your type choices though. Low saturation, try to avoid a completely black background with neon type. Honestly, as long as it's the antithesis of bright red underlined type on a space background you're good. Think more minimal than not.



(this has top-bar navigation, place for opening image, instead of 3 bottom boxes could be introduction information)

