

Creative Brief

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Project Title: Loch Ness Monster (and similar aquatic cryptids)

1. Project Overview

The goal of this website is to provide a fun way of informing the viewer; this should be an even mix of scientific and legitimate information, yet also be fun and expand on the mythology and culture of the people that surround the areas where these cryptids were spotted, as well as by being creative and aesthetic in order to elevate the information.

2. Resources

The information is available at: https://en.wikipedia.org/wiki/Loch_Ness_Monster, as well as a bit of lo-res photography. I'd encourage using some illustrations and images from google images.

3. Audience

The audience I am aiming for is one that is concerned with learning more about cryptids and the Loch Ness Monster. It should be appealing to people around our age group (early teens and up) yet also this page should appeal to a more creative type of person who is quirky. This design should be clean but fun.

4. Message

I would like to focus on the history and appearance of the Loch Ness monster and similar cryptids, mainly to determine if there is a connection between them and the mythology surrounding the creatures, as well as the people living in the areas near these cryptids. Mainly this can be hinted at or not stated outright- there should mainly be an informational approach as well as one focusing on the history and mythology or folklore surrounding said creature.

5. Tone

The tone should be lighthearted, clean in design, fun, yet also serious in terms of information presented. We want this to appeal to all age groups.

6. Visual Style

I can see many ways of this developing, but I'm imagining a pastel blue/green (seafoam green) background with dark forest green text for the toolbar and headings. The rest of the text should be thinner in style and cleaner, similar to DIN or some other typeface- this is more up to you.

