

Content Outline

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Whale Fall

1. Project Overview

The goal of this website is to inform the reader what whale falls are in a way that is scientific but keeps them interested. It should go over the causes, history, and ecological impact of whale falls.

2. Resources

https://en.wikipedia.org/wiki/Whale_fall

Other images available on Google Images

3. Audience

This is an informational site that should be accessible to most age groups. It should be simple enough that people who have never heard of whale falls can learn what they are and traverse the site easily.

4. Tone

It's a scientific topic, so it should be clean and precise. Whale falls are quite eerie and only found in the deep ocean, so I want the site to convey the depth and darkness of the ocean floor and the mysteriousness of this natural phenomenon.

5. Visual Style

I think a similar aesthetic to the typical whale fall pictures can be followed. The photos tend to be very dark with green/blue standing out as the whale bones, so a similar color scheme of dark background and accented colors could be followed.

