Creative Director: Alicia Chen
Designer: Audrey Western

Whale Falls

- The design will aim at reflecting the feeling of being deep underwater and teaching the reader what a Whale Fall is. The goal of the website is to present scientific information NOT in a typical scientific way. So, the **opposite** of a bio text book.

- Anyone going on the website should be able to learn what a whale fall is regardless of their prior knowledge, although the website design is darker and geared more towards adults.

- We decided to follow the Wikipedia page in what information to include. So, a general summery of what a Whale Fall is (when the carcass of a cetacean has fallen deeper than 1,000 m, or 3,300 ft on the ocean floor. They can create complex localized ecosystems that supply sustenance to deep-sea organisms for decades), the discovery, organisms, and ecological stages. The website will be focused on the science, but presents the information in a unique and immersive experience.

- Should include photos for reference and education, but the amount is up to you.

- The overall site will follow the aesthetic of Whale Fall pictures, eerie, blue and green. The feeling of being underwater and experiencing one in real life is the goal I hope to get across. The site is bold and serious, yet still inviting.