

## Creative Brief

Angela Pu

Project Title: Kelp Forest Microsite

1. Project overview – The goal of my website is to be not only informational, but also illustrate the environmental dangers that the ecosystem is in. I'm hoping to also pull on the viewer's pathos by using imagery to highlight the types of organisms that live within the ecosystem.
2. Resources – copy is provided at [https://en.wikipedia.org/wiki/Kelp\\_forest](https://en.wikipedia.org/wiki/Kelp_forest), supplemental resources might be needed to write the captions on the type of animals that inhabit the ecosystem. The wiki intro should be sufficient for that.
3. Audience – this is strictly informational, it will be shown to my professors and potential employers.
4. Message – I want this to be informational about how the ecosystem works as well as make it clear that this is something to be preserved and protected.
5. Tone- I think the tone should not be clinical, but still informative and helpful. It is meant to be easy to navigate and understand while still highlighting how integral to the ocean's, and therefore, the world's ecosystems.
6. Visual style – my instinct is to use a lot of imagery from the kelp forest itself; the ecosystem itself has so many vibrant colors that I think it would be a waste not to use them. It would be nice if the style of the microsite itself is more modern with a scroll interaction (as the viewer scrolls the banners that would lead to the different pages would be highlighted), as well as a hover function over the links.



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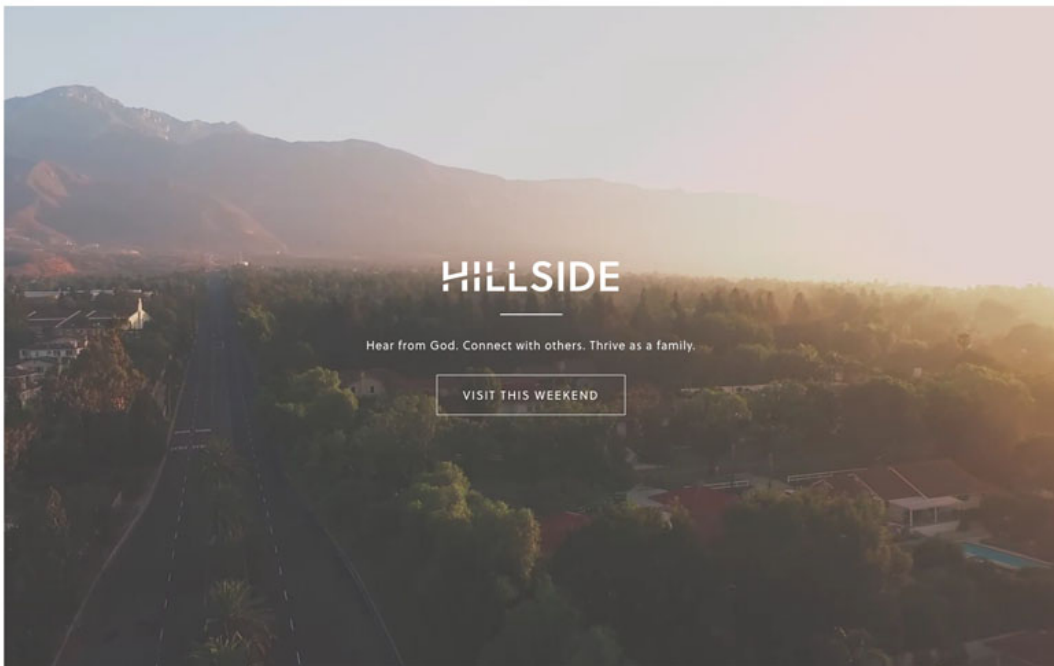
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