

## Creative Brief

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### 1. Project Overview

The goal of this site is to create a cool, interactive experience that lets viewers “expand their consciousness” and see unusual and normally unobservable colors. The idea of a “new color” is very sci-fi, and I want the viewer to feel like they’re getting a privileged glimpse into a chromatic fantasy world.

### 2. Resources

There are lots of images online that are made to create the optical illusion of the impossible colors, and the wiki page has a basic outline of how the optical phenomenon works. However there might be clearer information elsewhere, the wikipedia article is poorly organized in my opinion. A science magazine like national geographic might be a good source to look at.

### 3. Audience

The main audience is of course going to be our professors, but I think this could make a cool novelty sight in its own right. I think that it is important to create a smooth, intuitive interface that can be used and enjoyed by all ages.

### 4. Message

I think the main message should be, abstractly, that there are things in the world that are beyond our perception and that that’s really neat! It gives keeps a sense of magic in the world to know that we are still discovering things like new, forbidden colors.

### 5. Tone

I think the tone could go two ways: Light and playful, like a game, or dark and mysterious, like a top secret government spy project.

### 6. Visual style

I think the content lends itself to clean, geometric, “futurist” design, or something that suggests classic sci-fi movies. Color should be kept to a minimum, since the focus of the content is bright colors.