Creative Brief

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Project Title: The Buttered Cat Paradox

Project Overview:

The goal of this microsite is to provide a light-hearted but immersive experience for the
viewer. The site should be entertaining more so than informational.

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Resources:

Wikipedia Article: https://en.wikipedia.org/wiki/Buttered_cat_paradox

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Audience:

This microsite should be user-friendly for all age groups, although it will likely be
mostly viewed by people in their twenties.

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Message:

This topic is quite tongue-in-cheek, so this microsite's intent should be to amuse and
entertain. Although the scientific answers to the paradox should be provided, the site
should emphasize the more humorous results.

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Tone:

The tone of this microsite should be light-hearted and humorous. It should look friendly
and welcoming to viewers.

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Visual Style:

I think it would be nice to see a relatively minimalist microsite featuring bright and friendly blocks of color. I would love to see simple and cute vector illustrations throughout the microsite, but there aren't that many readily-available images for this topic. Searching for "cute vector toast" and "confused vector cat" separately and then combining/rearranging the images might be promising, though...

Instead of a traditional navigation bar at the top or side, I would like to see pages linked to one another via image buttons or in-text hyperlinks. I think that could make the site more interactive and immersive for the viewers. Alternatively, a long, scrolling site may also be interesting to see.

Here are a few examples of what I had in mind:

Teletype: https://teletype.online/
Waaark: http://waaark.com/
OT-24: http://www.ot-24.co.uk/

Examples of scrolling sites with similar aesthetic:

True Digital: https://www.truedigital.co.uk/
Heroic Labs: https://heroiclabs.com/#
Give Sports: http://play2give.org/
Deskpass: https://www.deskpass.com/