Creative Brief

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Project Title: Fearsome Critters

1. **Project Overview**

   The point of this website is to communicate the very real possibility of these fearsome critters. Obviously they have been deemed mythical, but like the zombie apocalypse or a Trump presidency: anything could happen. This website will have everything that is known about these critters, so that users can prepare themselves for any encounter.

2. **Resources**

   Copy is available at https://en.wikipedia.org/wiki/Fearsome_critters, as well as an image and the list of critters. However, a larger list of creatures can be found at: http://mythicalcreatureslist.com/menu/Fearsome+Critters, this website has a clickable link that is attached to each name of each creature, that leads to a page that includes a brief bio/description of the creature. It would be awesome to include that information somehow, potentially through hyperlinks, so as to not make the single page layout too cluttered.
   Images can be found on Google. It would be great to have all images be thematically similar. Perhaps line drawings in black and white? Like character sketches that would be used to solve a crime scene?

3. **Audience**

   This site is strictly informational. No commercial promotion. In the words of James Fawcett, "This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age."

4. **Message**

   Please focus on the origin story of these critters, followed by the attributes and a list of known Fearsome Critters. Again, this could be used in a life or death situation someday, so all information recognizing and understanding these creatures should be provided, thus providing the user with their best chance for survival.

5. **Tone**

This is not a playful children's website. Nor is it a zombie apocalypse fan fiction survival guide. This is a well designed, educational guide to surviving a potential environmental risk. Please act, respond, and design appropriately.

6. **Visual Style**

I am inclined towards neutral tones, if not simply black and white.
The design and layout of this page (https://www.wired.com/2014/08/fantastically-wrong-ridiculous-mythical-critters-dreamed-up-by-19th-century-lumberjacks/)
is very nice. And the Title typeface is serious and controlled enough while still lending to the topic on hand. Also, it is a good reference for the type of images/illustrations that I have in mind for the page. This is the title treatment (as well as an image reference), in the case that the link is broken at any point in the future:

MATT SIMON   SCIENCE   08.13.14   6:30 AM

FANTASTICALLY WRONG: RIDICULOUS MYTHICAL CRITTERS DREAMED UP BY 19TH CENTURY LUMBERJACKS

The clickable drop-down horizontal menu is also nice on that page. Although I think having the two layers of menu items is excessive.
This is the icon they use to signify the website's menu in the top left corner:

Followed by the horizontal drop-down menu:

As I mentioned, this is NOT a children's book. So the style should not reflect that.