Creative Brief
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Project Topic: Extremes on Earth

Project Overview

The focus of this website is to display the visual extremes of the earth. Mostly image-based with captions or side text of some sort explaining the image and why it's extreme.

Resources
Facts can be found https://en.wikipedia.org/wiki/Extremes_on_Earth, but to get more in-depth with some of the extremes, you may need to try some of the linked titles/topics on Wikipedia. Other sources that might help:
http://nationalgeographic.org/media/earths-extremes/
https://www.buzzfeed.com/gabrielsanchez/the-most-extreme-places-you-could-ever-visit?utm_term=.ynoekZ84K#.rxoKGrdOZ,

Audience
Probably meant of a wide range of ages, but let's say something more professional or information. Probably for people who are interested in earth sciences and/or photography.

Message
Showcasing the beauty of earth and attempting to pop the bubble of every day urban life that most of us live. It should be about earth appreciation no matter how intense or even terrifying the extreme is.

Tone
Tone should be minimalist or elevated but simple and easy to understand.

Visual Style
Probably something clean and simple that showcases the images. Websites like Flickr or Bing or photography portfolios are good examples of this. I think finding high res and visually engaging photography is super important for this. And…personally I like when the photo fills the page/most of the page, but it's up to you. For typefaces…any san serif is probably fine. I'm sure following the look of a lot of Squarespace websites would work well.

Here's just an example set of photos you can use if you want:
Flickr photos of Dallol, Ethiopia (the hottest place on earth)
https://www.flickr.com/search/?text=Dallol

portfolio examples:
http://www.northlandscapes.com/en/
http://www.jillgreenberg.com/
http://thewanderinglenstr.wixsite.com/lisamicheleburns (I like this but the choice of typeface in the navigation bar/ in her name…is not great)