

Creative Brief

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Project Title: Notable Cases of Unethical Human Experimentation

1. Project overview

The goal of my website is to be informational and fun, highlighting the in-depth story of the Gorillaz characters

2. Resources

Copy (in order of topic sections) is available at:

<https://en.wikipedia.org/wiki/Gorillaz>

http://gorillaz.wikia.com/wiki/Main_Page

<http://viria.tumblr.com/post/110089464643/i-had-no-idea-gorillaz-had-phases-and-storylines>

If you somehow find someone with a copy, Rise of the Ogre is the visual encyclopedia of the band

3. Audience

The ideal audience would be teenagers/young adults, who are interested in going down the rabbit hole that is Gorillaz

4. Message

I want people to be entertained with the information they're learning.

5. Tone

This is a fun, but informative site. The language should be kept formal with thorough explanations

6. Visual Style

I would want something that feels modern and bold with lots of room for images

<http://viria.tumblr.com/post/110089464643/i-had-no-idea-gorillaz-had-phases-and-storylines>

I want a side navigation bar that can expand to show the subheadings for each category. I think I would want an album of images on the right-hand side for each article (position-fixed) so that you can scroll through and always have the pictures available

Some of my fave art pics:

http://67.media.tumblr.com/fe650e1f5a60e9735605fcd0aee9e4b9/tumblr_nj43i2fGYP1u9e5leo2_r1_1280.jpg

https://67.media.tumblr.com/47611407abae64bef80e55c9dcb743bf/tumblr_nnyny1aFaE1u7zmi2o4_500.jpg

http://65.media.tumblr.com/3a12d2579f02f819a87cbe44a6416bda/tumblr_nj4a6qzmNS1u9e5leo1_1280.jpg