

Creative Brief

Project Title: Cosmic Latte

1. Project Overview

The tone of the website should be playful and informational, as this is a bit of a strange specific topic. The goal is to disambiguate the term while engaging the viewer visually.

2. Resources

Copy is at https://en.wikipedia.org/wiki/Cosmic_latte. This is the original article about the study but it's fairly dense <http://iopscience.iop.org/article/10.1086/339477/fulltext/>, it includes some figures that could be of use but would probably require more explanation than is necessary for this simple informative site. This site <http://www.pha.jhu.edu/~kgb/cosspec/> was created by the researchers and simply presents more of the scientific explanation that wiki leaves out, I'd suggest utilizing some of this copy.

3. Audience

This site will likely be aimed at young viewers who would find amusement in the topic and be attracted to clean aesthetics, but its simplicity means that it should translate across all audiences.

4. Message

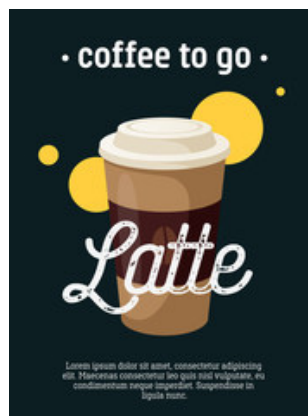
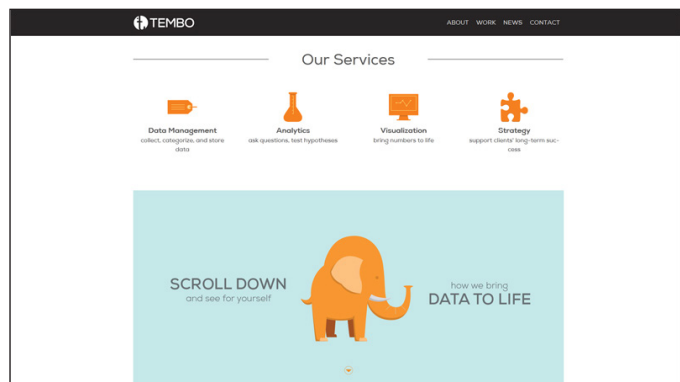
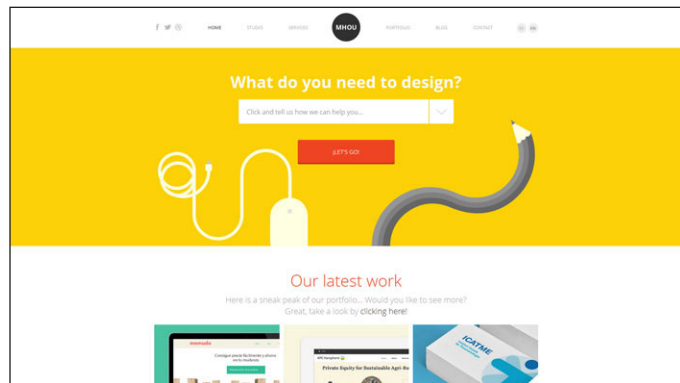
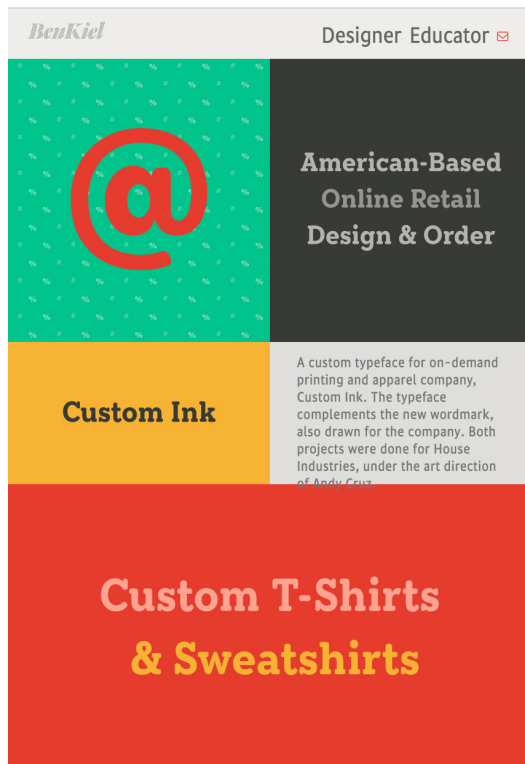
Science can be fun/silly.

5. Tone

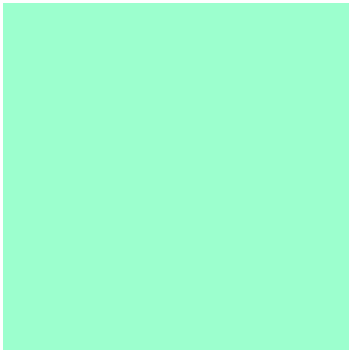
The tone will be scientific/explanatory without being overly wordy or complicated, the content should be amusing on its own without forced humor in the presentation.

6. Visual Style

I'd like it to have a similar feel to the box models with bright simple backgrounds and vector illustrations if possible. I think this style is conducive to the little information that we are presenting. If you don't feel comfortable creating the illustrations and we can't find a good substitute online then we can choose a different route to proceed. Below I've included some aesthetic examples:



I'm imagining the title page having a "cosmic latte" background with a vector image latte that has "galaxy" imagery pouring into it. Very literal.



The beige on the left is the final correct color. The green on the right was the originally reported incorrect color.



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The chart displaying the different name options can be super simple and utilize color to match the same feel as the site.