
Brilliance Exposed x Design for America project, UCSD

Website

Alexis Dixon, Founder & Project Visionary

Contract: 619218.1774 | mymediationsolution@gmail.com

Website & Visual Design Enhancement Project Charter

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ORGANIZATION OVERVIEW

Brilliance Exposed is an international photographic exhibition and cultural initiative that honors the legacy and contemporary exceptional contributions of black-presenting professionals at the top of their fields advancing science, technology, engineering, arts and math (S.T.E.A.M.).

The exhibition is a curated series of striking black and white portraits, reviving often-erased narratives of individuals in these disciplines with the goal of evoking meaningful dialogue and engagement with the stories behind each subject, igniting important conversations about identity, innovation and our shared human experience. It reclaims in public memory by asserting that global innovation has always been pluralistic and richly diverse. The stories and achievements of these remarkable individuals challenge narratives and expand our collective understanding of excellence, ingenuity, identity..... Brilliance. It's a catalyst for conversations that transcend cultural, social and economic divisions and celebrate contributions that have been long overlooked and invites communities to come together and for future generations to move beyond constructs of othering and false divisions and let every person be seen and for students to see themselves in these roles as they envision their future.

Planning is still underway with national and international commitments from Detroit's Charles Wright Museum and to be announced, gallery in Paris. Tiffany & Co, one of the sponsors, to host a reception launching the exhibition at its flagship store.

This will be a multi-touch exhibition in order to tell these stories and spread the light, such as:

- Photographic installations in public spaces, universities, museums and galleries
- Interactive experiences as a (multi-sensory) feature of the exhibition's experience

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- Receptions, panel discussions with brilliant minds, salons and online presentations, site visits, website dialogues, building community (of “club nerd” / “being smart is cool”) for co-creations and discovery.
 - Playing recorded interviews that were conducted during the photo shoots > to be explored further on how to make it interactive/ enhance
 - Website housing the photographs & interviews / online exhibition, storefront for Brilliance Exposed swag, PR and bridge to Social Media, event listings, ticket sales > to be explored further on how to enhance
 - Superhero character developed to accompany some or all of those photographed
 - Poetry to accompany the stories of all of those photographed

Website: www.brillianceexposed.com

PROJECT GOALS

What you are working toward:

- Elevate the website’s visual quality to reflect a museum-level, fine-art standard
- Improve user experience (UX) so navigation feels intuitive and guided
- Strengthen digital storytelling around portraits, interviews, and biographies
- Increase audience engagement through interactive or reflective features
- Apply Human-Centered Design (empathy, ideation, prototyping, testing) in a real project

PROJECT SPECIFICATIONS

What you may work on (enhancement only — not full rebuild)

Visual & Graphic Design

- Typography, layout, spacing, and hierarchy improvements
- Visual consistency across pages
- Enhanced portrait presentation
- Fresh thoughts for enhancing the online interactive experience given the vision and goals

UX & Web Experience

- Navigation and content flow improvements
- Clearer user pathways
- Accessibility and readability upgrades

Storytelling & Multimedia

- Improved portrait and biography page templates
- Better presentation of audio/video interviews

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- Narrative layouts connecting image, text, and context

Interactive & Engagement Concepts

- Prototypes for interactive portrait exploration
- Reflection prompts or audience participation features

Excluded from the Scope of Work: Rebuilding the website, backend engineering, hosting, full marketing campaigns

PROJECT MILESTONES

Weeks 1–2 — Review & Insight

- Review existing website
- Identify key improvement opportunities

Deliverable: Insight summary + focus areas

Weeks 3–5 — Concepts & Direction

- Develop design ideas, wireframes, or visual concepts

Deliverable: Concept boards or early prototypes

Weeks 6–9 — Prototyping & Testing

- Build refined mockups or clickable prototypes
- Iterate based on feedback

Deliverable: High-fidelity prototypes or design assets

Weeks 10–12 — Final Deliverables

- Submit focused design enhancements (UX, visual, storytelling, or interactive)

*“When we recognize the brilliance inside each of us the beauty of life is exposed.”
-Alexis Dixon, Founder, Project Visionary*