

# Creative Brief

## Objective

The primary goal of this website is to honor and showcase the life and work of Steve Jobs. By embracing his philosophy of simplicity, the website adopts a minimalist design approach to reflect his iconic black-and-white style and focus on functionality and clarity.

## Target Audience

- Tech enthusiasts and innovators inspired by Steve Jobs.
- Students and professionals interested in the history of technology and design.
- General audiences seeking inspiration from Steve Jobs' life and work.

## Design Philosophy

- **Minimalism:** The website prioritizes simplicity with a black-and-white color scheme, evoking timeless elegance and clarity.
- **Focus on Content:** The design ensures that users' attention remains on the central message: Steve Jobs' biography and legacy.
- **User-Friendly:** The site is easy to navigate with a single prominent call-to-action (CTA) to guide users to the biography.

## Website Features

### 1. Landing Page (Home):

- A bold title introducing the site (e.g., "*Steve Jobs*").
- Subtitle conveying the theme (e.g., "*The Visionary Who Changed the World.*").
- A prominent CTA button: "*View Biography.*"
- A striking black-and-white background image of Steve Jobs that sets the tone.

### 2. Biography Page:

- An immersive experience detailing Steve Jobs' life, work, and influence.
- Sections organized chronologically with black-and-white visuals.
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### 3. Achievements Page

#### • Content:

- Similar timeline structure as Biography but focuses solely on accomplishments.
- Each year highlights a specific achievement (e.g., launching the iPhone in 2007, becoming Disney's largest shareholder in 2006).
- Events after Jobs' death (e.g., his continued influence, accolades awarded posthumously) are included.

#### • Design Approach:

- Follows the same alternating timeline design as Biography for consistency.
- Differentiates years with achievements using slightly larger text.

### 4. Gallery Page

#### • Content:

- A grid of images showcasing:

- Pictures of Steve Jobs through different eras of his life.
- Images of Apple products he launched.
- Tributes to Steve Jobs from various sources.
- **Design Approach:**
  - **Grid Layout:** Images are displayed in a clean, non-uniform grid with no text or captions, creating a visually immersive experience.
  - **Hover Effect:** On hover, images can slightly zoom in or fade to grayscale for aesthetic appeal.
- 5. **Other Pages:**
  - Blog or Latest News: Featuring updates, stories, or reflections on Steve Jobs' legacy.
  - References: Listing all sources and attributions with the same design ethos.

## Design Inspiration (References)

The following websites inspired the design approach:

1. [Apple](#): Simple black-and-white aesthetic with a focus on typography and visuals.
2. [Steve Jobs Tribute](#): Minimalist tribute site with a clear emphasis on content and simplicity.
3. [Vanilla Tribute Page](#): Old-school black-and-white design that aligns with the project's vision.

## Tone and Style

- **Tone:** Inspirational, professional, and reflective.
- **Style:** Clean lines, ample white space, bold typography, and monochromatic visuals.

## Technical Details

- **Technologies Used:** HTML and CSS.
- **Mobile-Friendly:** The design adapts to different screen sizes to maintain usability across devices.
- **Performance:** Optimized for fast load times by using compressed images and streamlined code.

## Call to Action (CTA)

The homepage features a singular, clear CTA: “*View Biography.*” This guides users directly to the heart of the site—the detailed story of Steve Jobs.

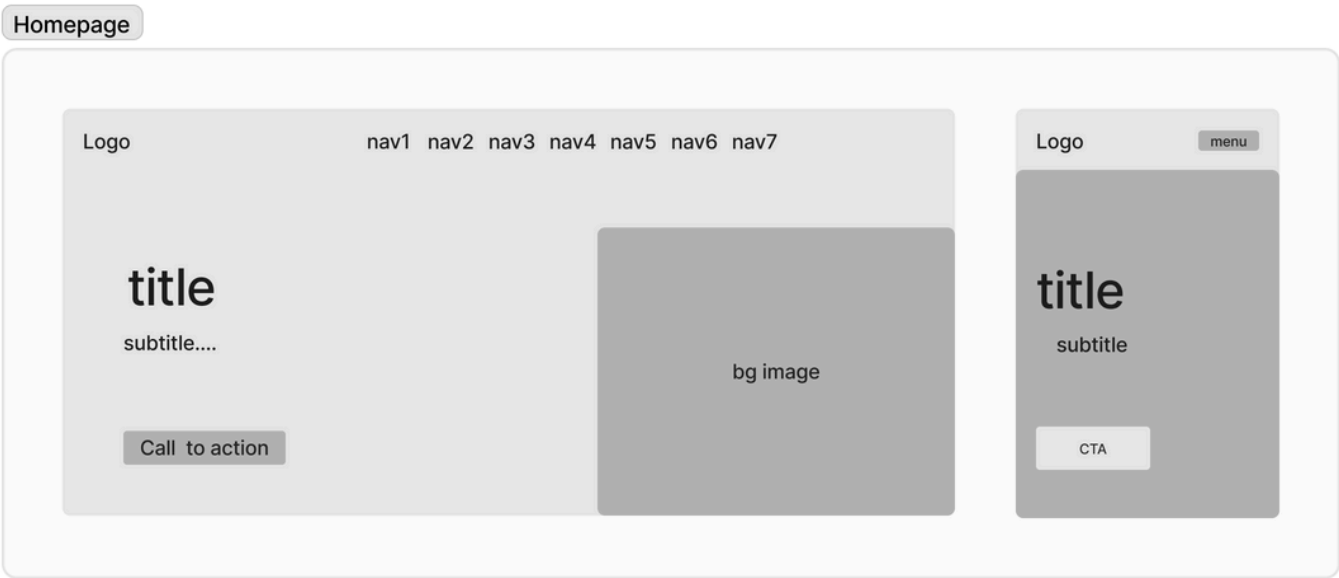
## Key Success Indicators

- Easy navigation and readability on all devices.
- Positive user feedback on the minimalist aesthetic and usability.
- Engaging storytelling that captivates the audience while staying true to Steve Jobs' legacy.

# Site Map



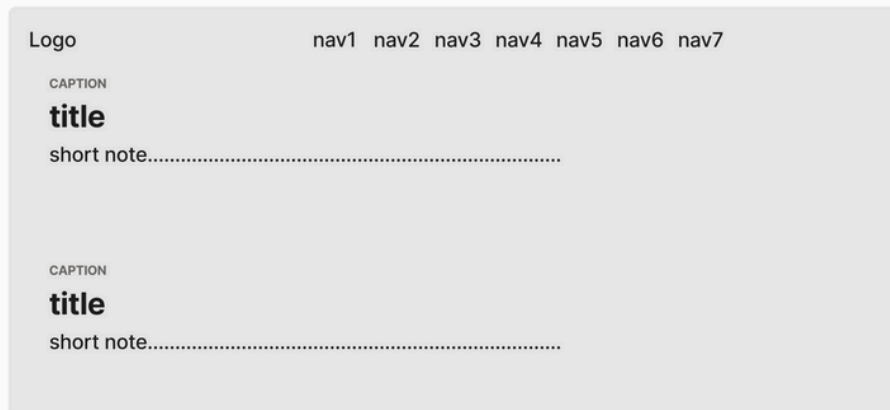
# Wire Frame



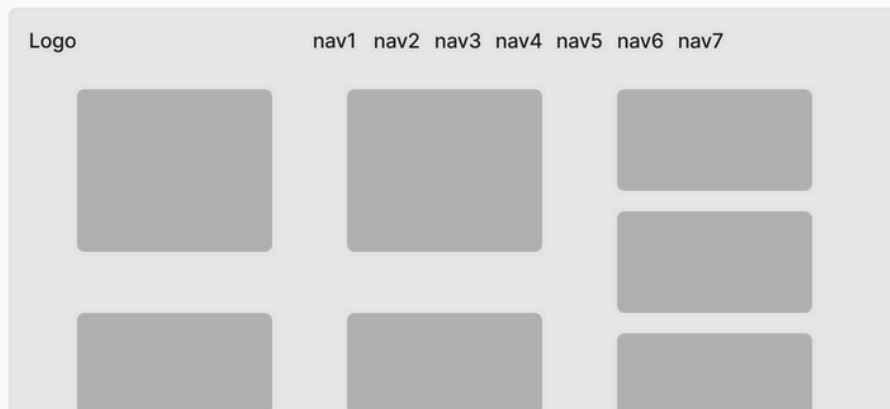
pages with timeline



Regular Pages



gallery



# Design Inspiration



<https://stevejobtribute.netlify.app>

<https://snigo.github.io/vanilla-muffins/tribute-page/index.html>

## Reflection Statement

This reflection discusses my journey through planning, designing, and building a website about Steve Jobs using pure HTML and CSS. The project was both challenging and rewarding, providing an opportunity to deepen my understanding of web design principles and explore the legacy of a personal hero.

### Initial Planning and Design

The project began with extensive research on Steve Jobs' life and influence. This research informed the creative brief, site map, and wireframes. I aimed for a minimalist yet impactful design, inspired by Jobs' philosophy of simplicity and elegance.

- **Creative Brief:** My goal was to create a website that honored Jobs' visionary contributions while being user-friendly and visually appealing. The design was guided by Jobs' aesthetic sensibilities—clean lines, ample whitespace, and intuitive navigation.
- **Wireframes and Layouts:** I drafted wireframes for desktop and mobile, ensuring responsiveness. The home page featured a hero section with an iconic image of Jobs, while subsequent pages were structured to emphasize clarity and content hierarchy.

### Development Process

I hand-coded the website using HTML and CSS, adhering to modern standards. This process included structuring content into semantic sections and implementing responsive design principles. Key steps included:

- **HTML Structure:** I used semantic tags like <header>, <section>, <aside> and <footer> for logical organization, ensuring accessibility and ease of understanding.
- **CSS Styling:** I wrote modular CSS with separate rules for typography, layout, and media queries. Special attention was given to creating a mobile-friendly experience.
- **Challenges Encountered:**
  - Ensuring cross-browser compatibility required thorough testing and minor adjustments, especially for Safari and Firefox.
  - Image optimization was critical to balancing visual quality and loading speed.

## Outcomes and Successes

The final website met all requirements and showcased:

- **Content Richness:** Detailed sections on Jobs' life, achievements, and influence, supplemented with multimedia elements (images and videos).
- **Aesthetic Design:** A clean and modern layout reflecting Jobs' design philosophy.
- **Responsiveness:** Seamless functionality across devices, from desktops to smartphones.

## Lessons Learned

This project reinforced several key concepts:

- **User-Centered Design:** The importance of intuitive navigation and readability for enhancing user experience.
- **Technical Proficiency:** The value of clean, modular code and the utility of comments for maintainability.
- **Adaptability:** Overcoming challenges like browser inconsistencies and layout responsiveness required creative problem-solving.

## What I Would Improve

If given more time, I would:

- Integrate JavaScript to enhance interactivity, such as animations or dynamic content updates.
- Expand the media section with interactive galleries and additional video content.

## Final Reflection

This project was a fulfilling experience that deepened my appreciation for web design and Steve Jobs' legacy. The website stands as a testament to his enduring influence and my evolving skills as a web developer. Overall, this assignment not only enhanced my technical abilities but also underscored the importance of storytelling through design.