Michael Pisciotta

Creative Brief

This is an informative site made to educate the general public on the misconceptions that exist about sharks, their resulted treatment and the environmental impact of such treatment. It is being made with the hope that a better understanding of these animals will encourage people to aid in conservation efforts. This site will need to be created within the next few days as ads will soon be released for the organization in charge of it. It will be strictly informative and online.

The client is Michael Pisciotta, a marine biologist/conservationist who is interested in educating people about shark behavior and treatment. It should not be difficult as there is a plethora of proven scientific research to back his claims. Our audience is the majority of the public who are currently ignorant to the severity of this issue. There is no competition per say, but there are many companies that make great profits at the expense of shark species everywhere. We must be careful about the manner in which we choose to communicate this message as it is not one that most will be receptive to. Essentially, we want to paint sharks in a new light, prove to people that rather than the dangerous monsters which they may see, they are in fact misunderstood animals. This will be very difficult considering most people have a very solid image in their head already. Many see them as scary and if not scary, then insignificant. This is largely due to ignorance, but also the way they have been portrayed through different media platforms. We are not creating new images but being selective in choosing preexisting ones. We must make sure those that we pick paint these animals in the right light. The most crucial factor here is that the information we obtain for this site is not only accurate but as current as possible. Above all, we need less opinions and more statistics, as the numbers will certainly speak for themselves. We will report to Michael Pisciotta who as previously mentioned is in charge of this project. He will oversee our progress and can be contacted via phone or email and is open to in person meetings if necessary.