

Creative Brief

Mustapha Barrie

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Project Title: Explore Mars

Project overview

The goal of my website is to be an information website about the different aspects of mars. I want it to be placed out so that it starts with an overview then orbit, atmosphere, climate, moons and resources.

Resources

Copy is available at https://en.wikipedia.org/wiki/Mars#Orbit_and_rotation as well as some photography. There are a lot of other photographs available on Google Images as well.

Audience

It is an informational site, I guess the audience would be space lovers, anybody curious about space. Another set of audience would also likely be my instructors and students that like science.

Message

I would like to focus on really highlighting and representing mars in a way that even if a child was able to go to the site, they would come saying that they learned something new.

Tone

Make space not boring, a place that is more friendly for any consumer of the content. So, I want information to come off clean not paragraphs a lot more graphics and a lot of less words. Hit home to user that information about space can be easy and fun to learn about.

Visual Style

Here are a couple ideas for style I'm trying to go for, but maybe more with real images of mars that you can find online. It depends on how it would look. My goal for this whole entire project is to make space clean and easy to learn about. I would like to make this a single page that scrolls down and has an arrow showing that it scrolls down. I would also like to include the hamburger menu icon so that a user to go to whatever section they want to at any time.

Some ideas for the pages are like:

Home Page/Overview – Give basic information about mars that isn't so detailed "Mars is the 4th planet...". The information that comes at the beginning of the Wikipedia site.

Orbit and Rotation - Give basic information about the orbit and have a graphic that shows how the planet orbits the sun compared to the earth.

Atmosphere – I would make this a page that shows all of the elements that make up mars and underneath each of the element symbols the percentage that each element composes of mars atmospheres.

Climate- I would make this a page that would show mars in the middle of it and then on the side have information of the climate and maybe on the right side a thermometer that just shows how cold it is on mars or maybe just a large text of the temperature.

Moons – Give information about the two moons and small information about each moon underneath the respective one.

Images are below:

