

Creative Brief

Tina Chen
11/19/2020

Project Title: Virtual Reality

Project Overview

This page aims to provide an easy-to-read summary of this technology that's becoming more and more prevalent today. It should be informational but does not bore the audience with too many technical concepts.

Resources

The Wikipedia page is at https://en.wikipedia.org/wiki/Virtual_reality. I will include some images I'd like to use on the next page.

Audience

The audience of this page should be any person who's interested in Virtual Reality. They don't need to have prior knowledge to this technology or any scientific fields. Upon reading the website, I wish the audience could feel hopeful and intrigued by this area. For those that are familiar with the technical aspect, I'd like them to gain a different understanding by being informed about how the technology is used in entertainment and solve social problems.

Message

I'd like to portray VR as something that could provide solutions to a lot of problems we face by emphasizing on its application throughout different fields.

Tone

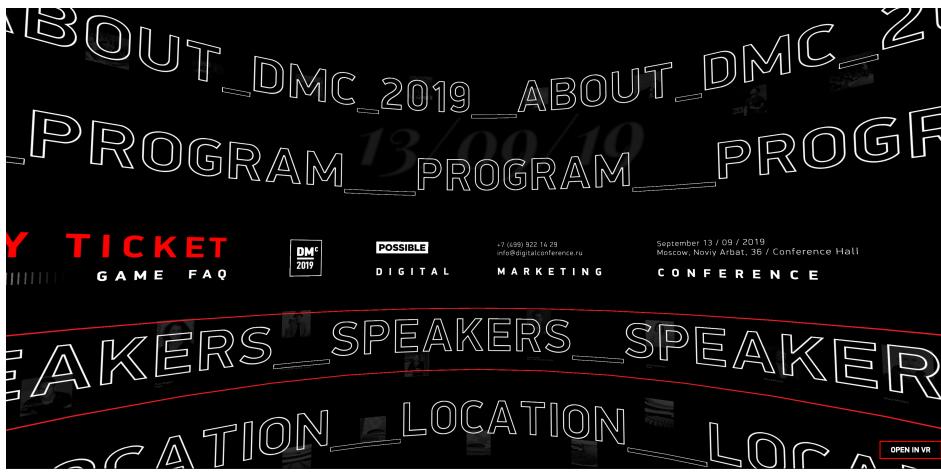
Since VR is all about being immersed in another space, the website should be highly immersive. You could use many images, some at a large scale to appeal to the audience and make it a fun experience to navigate around.

Visual Style

The color palette and images used should evoke the idea of Sci-fi and the future. You can start out with large images that showcase VR at work on the home page. You could also include elements such as borders, lines, buttons that glow in cool-tone colors. If possible, there can be a video that shows what a wearer of VR glasses sees during one of the adventures.



<https://vintage.agency/> (of course you don't need to include the VR and animations in these websites, but the images used are great examples of a futuristic look)



<https://digitalconference.ru/>



https://miro.medium.com/max/2560/1*u9EtiaCY980rEJVePum_Q.jpeg



<https://i.ytimg.com/vi/gWLHIusLWOc/maxresdefault.jpg>



<https://twentynext.com/wp-content/uploads/2016/08/Virtual-Reality-Gaming.jpg>

