**Creative Brief**

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**Project Title: The Glass Delusion**

1. Project Overview

The microsite will present information about the Glass Delusion and contextualize it with historical examples and background information. It will also attempt to evoke some of the feelings of those who were afflicted with this illness through glass-like interactions and designs.

1. Resources

Copy is available at <https://en.wikipedia.org/wiki/Glass_delusion>. There is also contextual information on mass psychogenic illness at <https://en.wikipedia.org/wiki/Mass_psychogenic_illness> and on the invention of glass at <https://en.wikipedia.org/wiki/Glass>.

1. Audience

This is an informational site intended for those interested in learning more about the topic in a general sense. It won’t be highly scientific but will be informative and fun!

1. Message

Psychogenic illnesses are weird and interesting insights into the human mind

1. Tone

This is a serious illness, but it’s also really strange and I want to acknowledge that. The site won’t be making fun of the illness, but it will acknowledge its weirdness.

1. Visual Style

I would like the imagery and interactions of the site to mimic glass and glass shattering. Here are some examples of what I mean:

A screenshot of a computer

Description automatically generated

<https://elgoog.im/gravity/> - this one is about the interaction. Visit the site to see what I mean

A person in a red dress

Description automatically generated

A glass effect to cover or obscure some of the content

A close-up of a plant

Description automatically generated

A glass effect as the content itself