

Creative Brief

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Project Title: Spacecraft Communications Microsite

1. Project Overview

2. Resources

Main content links here:

<https://en.wikipedia.org/wiki/Spaceflight>
https://en.wikipedia.org/wiki/Ka_band
<https://en.wikipedia.org/wiki/Wireless>
https://en.wikipedia.org/wiki/X_band
https://en.wikipedia.org/wiki/Communications_satellite

Imagery links here:

<https://apod.nasa.gov/apod/archivepix.html>
<https://www.nasa.gov/multimedia/imagegallery/index.html>

Various Google Images of "spacecraft communication" and "spacecraft"

3. Audience

This is an informational website that aims to provide a high-level enough concept of how communications work to inspire spacecraft related interests of the audience, without being too overly complex to come off as dry. My primary target audience will be peer students and other professors, primarily those who are in fields of academia. This results in an age group of around young-adult and older.

4. Message

I'd like to also include the larger scope of how the technology relates back to real-life applications through successful space missions and the history of the technology's development. This will give a brief insight into the rather impressive technology that is wireless, and how it is being used to push the boundaries of human capabilities through space exploration.

5. Tone

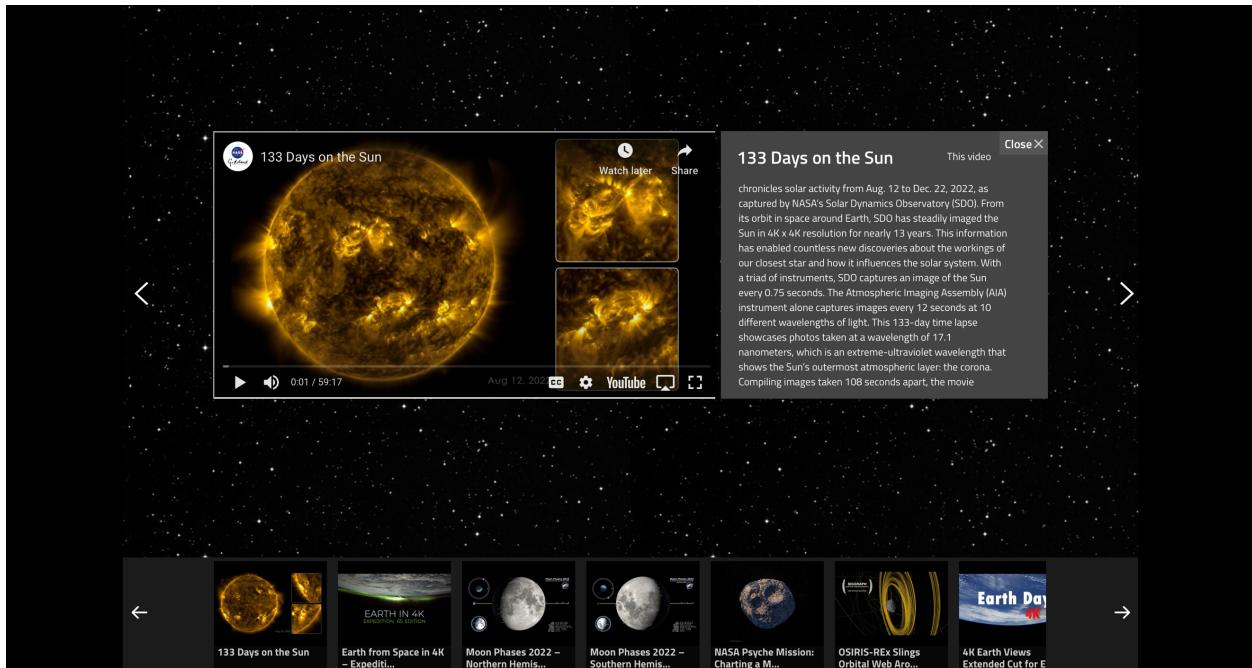
The accurate tone for this website should be "advancing", with an emphasis on how crucial key technologies like communications can begin from a mere concept into full-fledged technologies with applications on a massive scale.

6. Visual Style

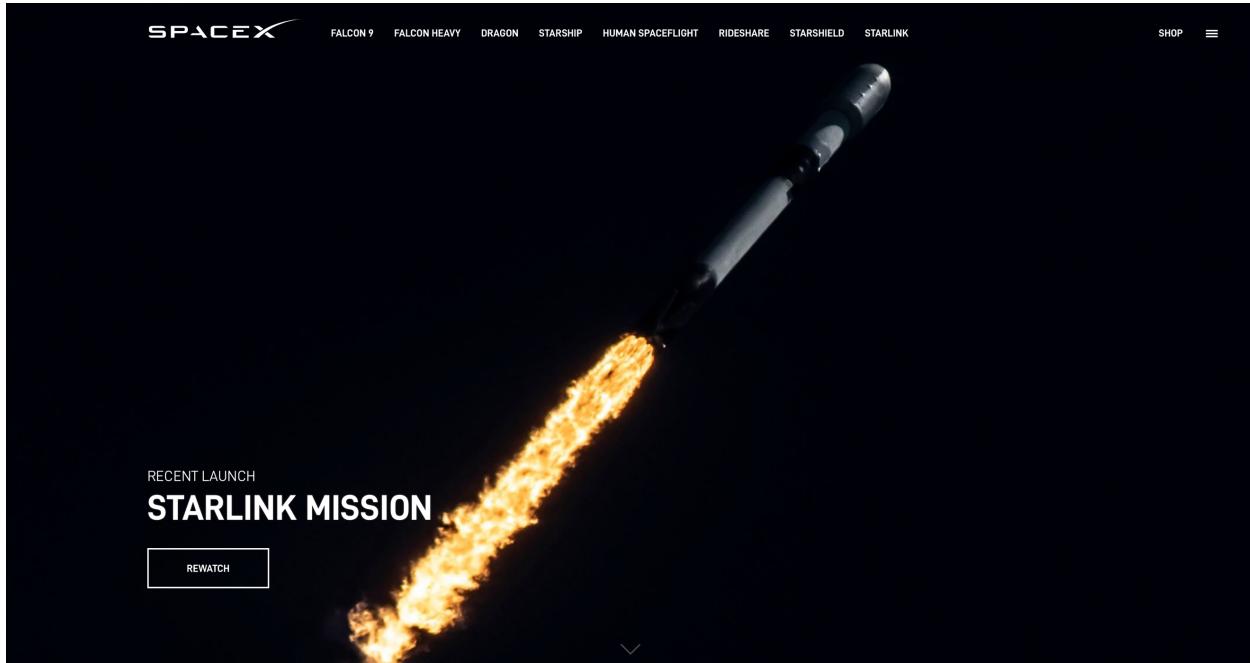
My immediate approach to styling the website will be with a "wide aspect" to accommodate the many high resolution space imagery that likely involve spanning shots of planets and galaxies. The wider approach also allows me to layout the pages with more content that would make use of columns and boxes.

As for color choices and design, I am looking for a deep, cool colored scheme with minimalistic decorations that mimic the sleek designs of modern day spacecraft. It also gives it a "technology feel".

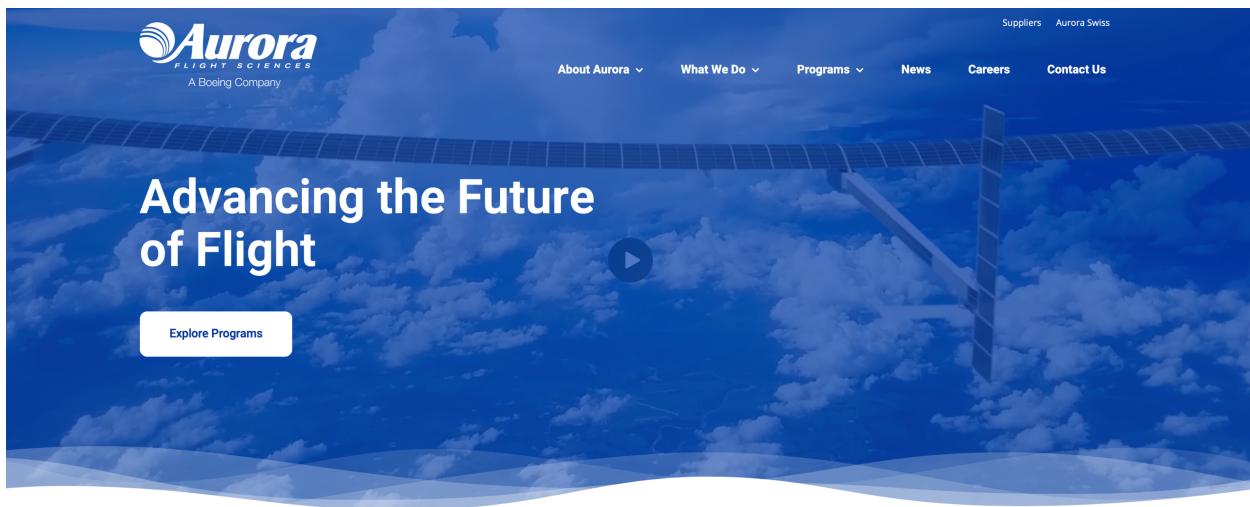
Examples:



Idea of information layout and presentation, but less "boxy".



Similar spacing design, but not so black and white



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Kind of color scheme, but less "curvy"