

Creative Brief

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Project Title: Atlantic Hurricane

1. Project Overview

The goal of the website is to be a resource of information about Atlantic Hurricanes. This website's purpose is to be educational / informational about Atlantic Hurricanes and its patterns / impact.

2. Resources

- a. The resource I will be using is the Wikipedia page on Atlantic Hurricanes https://en.wikipedia.org/wiki/Atlantic_hurricane. Along with imagery found on Google and the internet.

3. Audience

The Audience for this website is those that are looking and are interested in information on Atlantic Hurricanes. The general public is the audience that I am interested in for the website, and those with minimal knowledge on Atlantic Hurricanes.

4. Message

The message for this site is to give basic information on Atlantic Hurricanes followed with images. Hurricanes are fascinating in how they are such a powerful storm and my goal is to provide information on the website.

5. Tone

The tone will be serious as it is a scientific topic. I want the website itself to look credible while still being visually interesting to the viewer.

6. Visual Style

The visual style of this website will be a bit dark with dark blues or black as the main color used. I want it to emulate how powerful the storm is itself. I will include brighter colors to stand out within the text and images to bring contrast and emphasis onto the information. I also want the website to look modern and will most likely want to use a bold serif font to create a timeless and modern look for my website.