MMP 100 FINAL PROJECT

**CREATIVE BRIEF**

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| **Student’s first and last name:** |
| **SERGE DONTSA** |

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| **Project title:** |
| VISION ZERO |

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| **Project description:** *(Answer each questions)* |
| **What social cause are you supporting through your project?**  Vision Zero in New York City  **What media will you be using?** (For example, will you be creating an animation that has as an audio track? A website that incorporates images you created in Illustrator?) **Be specific.**  Website that incorporates images created in illustrator  **What will the piece look and/or sound like?**  For this final project, I am going to build a website that any user seeking for information about vision zero in new York City can lunch the website get them  **Will it be interactive?** No (but exception will be the subscription letter: for example, if the user did enter an email address and click on subscription, there will be a pup pop alert to tell the user that the email field is empty. For that I will use JavaScript  **If it is an animation/video, how long will it be?**  **If you had to summarize the message of the piece in a few words, what would it be?**  Driving in New York city is not easy but saving a life is  **List at least 4 articles/videos/websites with information/data/research about your topic.**    **Traffic fatalities reduction data show:** <https://en.wikipedia.org/wiki/Vision_Zero_(New_York_City)>  **Official Vision zero’s official website**: <http://www1.nyc.gov/site/visionzero/index.page>  **Message from the mayor:** <https://www.youtube.com/watch?v=U6-QLoLrk1A>  **Vision zero add:** <https://www.youtube.com/watch?v=YXy4re9y_TY> |