

Creative Brief
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Project Title: Biological Peculiarity of Prion Diseases / To Infect Without Intent; To Kill Without Life

1. Project overview

I intend for my website to be informational, presenting the necessary facts about prions to gain a general understanding.

2. Resources

The [Wikipedia Page](#), images linked in the Wikipedia page and the pages for CJD, BSE, and CWD, and Google Images for more images of proteins/protein illustrations and symptoms.

3. Audience

My site will be mostly informational and will appeal to people who have limited knowledge of, but are interested in learning about, infectious disease/epidemiology. There is quite a large niche interest in the topic of prion diseases. A site like this would not be promoted commercially. This site will likely not be seen by children.

4. Message

While mostly informational, I want the information that I include and the organization/structure to provoke interest in the oddness that such a phenomenon (which breaks central tenets of biology and blur the line between biology and chemistry) exists.

5. Tone

I would like the tone of the content to be neutral and easily understandable with no unnecessary literary flourishes. However, the styling of the site will convey more emotion (see #4).

6. Visual Style

I would like to find a balance between a scientific and editorial layout, with visuals that invoke feelings of “roadkill”, “game”, “Appalachia”, “infection”, coupled with visuals of microscope slides and scientific illustrations. I intend to keep a black and white color palette with a few neutrals.



