

Creative Brief

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Project Title: Flying Squirrel Microsite

1. Project Overview

The goal of this website is to educate users about the fascinating world of flying squirrels — their species diversity, behaviors, habitats, and adaptations to nocturnal life. The site will be informational and visually engaging, combining strong photography with concise, accessible text. The microsite will include multiple pages rather than a single long scroll, allowing visitors to explore focused sections that reveal how these animals glide, survive, and interact with their environments.

2. Resources

Primary content and factual references will come from the Wikipedia article on Flying Squirrels (https://en.wikipedia.org/wiki/Flying_squirrel#).

Additional resources:

- Licensed photography or public-domain images of flying squirrels in motion, nests, and forest habitats.
- Illustrations and diagrams explaining gliding mechanisms.
- Infographic-style visuals showing species distribution by region.

3. Audience

The site is designed for a general audience interested in wildlife, nature, or zoology. The audience will range from high school students to adults who enjoy educational content.

4. Message

The central message: **Flying squirrels are extraordinary examples of adaptation and nocturnal intelligence.**

The microsite will communicate curiosity, respect for nature, and fascination with these creatures' unique gliding ability and behaviors.

5. Tone

The tone should feel educational, curious, and lightly adventurous. It should be scientific enough to be credible but friendly and visually inviting for general readers. Language and visuals should spark wonder and encourage exploration.

6. Visual Style

I'm thinking that the design should reflect the natural world of flying squirrels:

- Color palette: deep forest greens, warm browns, muted greys, and touches of sky blue.
- Photography: mix of close-up animal shots and moody forest scenes.
- Layout: clean and modern with generous whitespace; navigation bar across the top for clear structure.
- Fonts: I want to use serif for headers to evoke scientific journals and mix it with sans-serif for body text so that its readable

Mood inspiration:

- Nature documentary aesthetic with minimalist elegance.
- Visual feel of *National Geographic* sites, immersive but organized.
- I'm thinking of adding some subtle background textures like leaf textures or tree silhouettes.

Here are some images of websites that will inspire my direction for the website:

The screenshot shows the homepage of the National Geographic Animal Discoveries section. At the top, there's a navigation bar with the National Geographic logo, a search icon, 'Log In', and a 'Subscribe' button. Below the navigation is a large banner featuring a chimpanzee in a forest setting. Overlaid on the banner is the text 'ANIMAL DISCOVERIES' in white. Below this, a subtext reads: 'Read the latest animal discoveries and groundbreaking wildlife research. From endangered species to genetic adaptations and cutting-edge conservation efforts, learn how scientists are reshaping our understanding of the animal kingdom.' At the bottom of the page, there are two smaller images: one of a monarch butterfly in flight and another of a yellow frog resting on leaves.

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7. Structure / Pages

1. **Home Page / Introduction:** Welcome text, brief overview, and a hero image of a flying squirrel gliding.
2. **Species:** Overview of major flying squirrel species, comparison chart, and images.
3. **Diet:** Explanation of what they eat, seasonal changes, and how they store food.
4. **Behavior:** Gliding mechanics, nocturnal adaptations, and nesting habits.
5. **Habitat:** Global regions, forest types, and environmental adaptations.
6. **Sources:** Reference list including the Wikipedia article and image credits.