

Creative Director: Emma Hinckley
Designer: Nicole Wei

Topic: Flying Squirrels

Concept:

To create an immersive microsite that introduces users to the mysterious and fascinating world of flying squirrels, their gliding abilities, habitats, and nocturnal adaptations. The site should feel both educational and visually rich, merging scientific credibility with the wonder of discovery. Each section will be short, visual, and exploratory.

Tone:

Curious, adventurous, and intelligent. Balance of documentary-like realism and wonder/awe.

Approach 1: Immersive Nature, Bold & Playful

- Deep forest color palette: moss green, bark brown, sky blue accents, use a lot of forest textures and photography
- Full-bleed photography (gliding squirrels, forest textures).
- Some sort of motion with icons or images to evoke gliding movement.
- Typography: Bold and playful

Approach 2: Clean Educational Design

- Minimalist layout with wide margins and structured grids.
- Black, white, and muted green palette, sleek and journal-inspired.
- Strong typographic hierarchy: serif for headers, condensed sans-serif for data.
- Simple and educational

Topics:

- **Description**
 - Similar gliding animals
- **Evolutionary History**
- **Fluorescence (fun fact)**
- **Life Cycles**
 - Reproduction
 - Diet

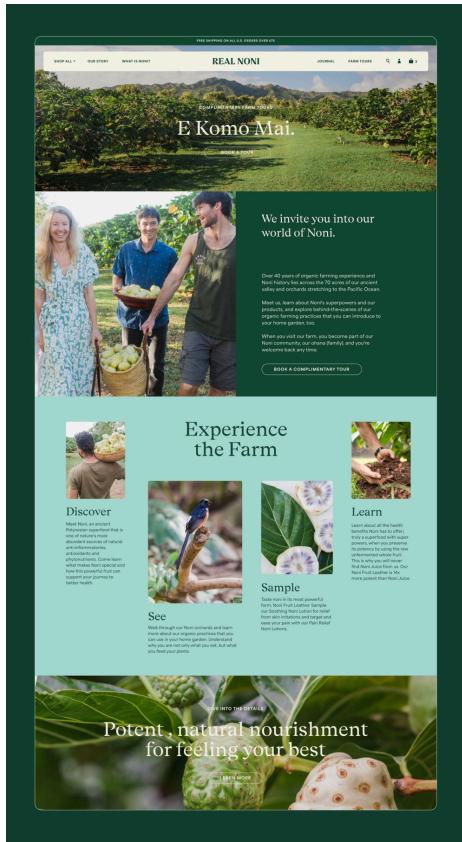
Visual Inspo:

Approach 1:

ТАПЛИНК (для базы отдыха)

The first screenshot shows a landing page for 'Серая Лошадь' (Grey Horse) featuring two people on white horses. It includes sections for reviews, services like 'Отдых на экоБазе' (Ecotourism), and 'Конные прогулки' (Horseback rides). The second screenshot shows a 'Что гости говорят о нас' (What guests say about us) section with a review from 'Татьяна Лучинская' and a contact form. The third screenshot shows a 'Галерея' (Gallery) page with various travel photos and a 'Что говорят о нас туристы' (What tourists say about us) section.

The left screenshot for 'SWE WILD' features a dark background with two women laughing outdoors. It includes sections for 'ADVENTURE LOOKS GOOD ON YOU', 'COMMUNITY', and 'CONSERVATION'. The right screenshot for 'VARNE' features a forest scene with the text 'WE GROW TREES AROUND THE WORLD'. It includes a 'WHY TREES ARE VITAL?' section listing benefits like carbon storage and oxygen production, and a quote: 'Without them, our world would lose much of its natural beauty and vitality.'



Approach 2:

/ travel agency website

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Tours

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