

# Creative Brief

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## Project Title: Earthworm Website

<https://en.wikipedia.org/wiki/Earthworm>

### Project Overview

The objective of my website is to present biological information and social commentary on earthworms, perhaps a sarcastic adult-version of what would be a children's science book on worms. Please lean into the absurdism of a detailed earthworm website.

### Resources

Copy of the included sections is available at <https://en.wikipedia.org/wiki/Earthworm> along with some photography. Please use Google Images to find other photography or visual representations of earthworms, or use YouTube for videos that you feel are relevant.

### Audience

Demographic information can be across the board considering the informational component of the website but may also entertain adults with any satire/absurdism that is present. This can be for public use and will not be commercial in any way.

### Message

I'd like to focus on what earthworms mean as biological specimens as well as what they *can* mean for the rest of society. Here, I've given the designer a general guide towards absurdism, but I also give the designer creative agency beyond the informational copy.

### Tone

The tone should be ironically serious. There is legitimacy and credibility in the information and biological aspects of it, but when the website digresses to 'Economic Impact' and 'Earthworms in Visual Media,' there can be irony and hints of surrealism.

### Visual Style

Please consider a black and white grain, or highly saturated and vibrant colors. Use the colors to supplement the tone of the content.

Here are a few images for inspiration:

