Creative Brief

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Project Title: Nazca Lines

1. Project Overview

I expect my website to be purely informational and entertaining. This is a topic most people might have heard of, but not many of them would know the exact shape and background information of the Nazca lines.

2. Resources

Wikipedia article (https://en.wikipedia.org/wiki/Nazca_Lines) contains a lot of the Nazca line images as well as the contents of the website. I am mostly interested in the introduction, images, and the explanation.

3. Audience

Once project is finished, I am going to host the website on my web server.

Thus my audience is the general public, whoever that would visit my site. This audience might land on my website through google search or click the link while browsing through my website. Yet given that not many people would actually search on this topic or visit my website (sad), I believe the general demographic of people who actually visit my page to be people who are familiar with the internet.

4. Message

Again, I think this website would mostly be informational. I want people who visit this website to think "Huh this is cool," knowing that something huge and kinda inexplicable things are out there.

5. Tone

Therefore giving the website a mysterious, supernatural tone would be nice. No one really knows what these lines were built for and how the ancients actually built them. So I could either state mere facts and details formally, or make some arguments or speculations that adds up

to the mysterious origins of the Nazca lines.

6. Visual Style

Because the website is going to be mysterious, an overall dark color scheme would be preferable. I am thinking of a space-themed design, which subtly hints that the Nazca line might have been built by the aliens. Since the source images of the Lines themselves are drab and low-saturation, Greyscale color scheme would also work as long as the overall tone is dark / dark grey.

In general the background would be very dark with floating content column in the middle. The website will have a single-paged, vertically scrollable layout with an image viewer in the middle.

The image viewer will look like the image viewer in this site (https://xkcd.com/). But instead of having buttons, simply clicking on the image would display the next image.

Because website itself is going to be a single-column, mobile user-experience would not be too different from that of desktop. Simply adjusting the width of the content would be enough.