

Project title: RIP Pluto

Purpose: Share information about the rise and fall of Pluto

Success statement

Space and story lovers *should* check out the awesome ways science and culture collide *because* art imitates life and vice versa.

Webpage title: Pluto: The Rise and Fall

Who is the target audience?

- Millennials (Those who grew up in the time when Pluto was still considered a planet and were the most upset about the demotion)
 - School house rock – Interplanet Janet
- History/Science buffs

About Pluto

The rise

- The Discovery
 - “On February 18, 1930, Clyde Tombaugh discovered Pluto.”
 - <https://lowell.edu/discover/history-of-pluto/#:~:text=Nineteen%20years%20after%20the%20purchase,used%20it%20to%20discover%20Pluto.&text=On%20February%2018%2C%201930%2C%20Clyde,possible%20about%20the%20new%20planet.>
- The Name
 - “Astronomers decided to continue naming the planets after Roman gods. At the time of Pluto's discovery, it was considered to be a planet (it is now classified as a dwarf planet). Being very cold and the farthest from the Sun, Pluto was named after the Roman god of death.”
 - <https://coolcosmos.ipac.caltech.edu/ask/162-How-did-Pluto-and-its-moons-get-their-names-#:~:text=Astronomers%20decided%20to%20continue%20naming,the%20Roman%20god%20of%20death.>
- The Mythologies/Lore
 - Roman and Greek Myths
 - Modern stories

The fall

- The Reclassification
- The Culture Shock
 - https://www.washingtonpost.com/local/education/one-of-todays-great-generation-gaps-whether-or-not-you-think-pluto-is-a-planet/2015/07/14/7dcb4f6e-2998-11e5-a5ea-cf74396e59ec_story.html
 - <https://www.theatlantic.com/technology/archive/2015/07/pluto-planet-matter/398516/>

The memes