

Wikipedia Microsite: Creative Brief

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Project title: Kartoffel und Globus

1. **Project overview:** To be an informative and lighthearted article about Uncyclopedia.
2. **Resources:** All copy at <https://en.wikipedia.org/wiki/Uncyclopedia>.
3. **Audience:** Any average English speaker 14+ years old, with accessibility in mind—to avoid flashy saturated colors and animations, keeping it pleasant to read.
4. **Message:** The medium is the message—that Uncyclopedia is a website. There's really no agenda to this microsite—see project overview.
5. **Tone:** a mix between serious and playful, all on a comfortable ground—a light background such as the one in [Financial Times](#) (7.5) to evoke the [materiality of paper](#) (7.1). Information laid out clearly in a legible font (see [Bloomberg](#)).
6. **Visual style:** I'm a big fan of Bloomberg's design, though I don't think you necessarily need to replicate it. I've copied a few images below for your reference.
7. **References:**



vintage-newspaper.jpg



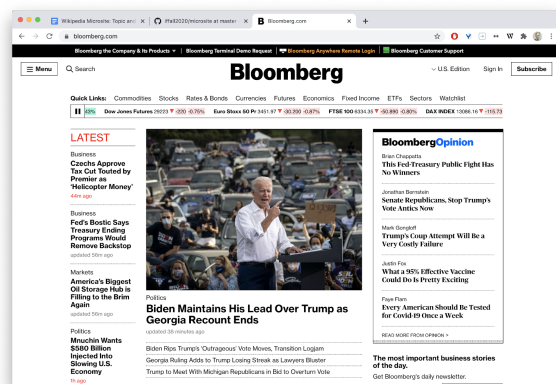
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7.1



7.2

