Creative Brief

Mia Talkovsky
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Project Title: Freedom Schools Website

1. **Project Overview**

   The goal of my website is to be an informational resource that gives an overview of the 1963 Freedom Schools program. I want to create an interesting, accessible place where someone can learn a little bit about the program and its context and impact.

2. **Resources**

   Copy is available at https://en.wikipedia.org/wiki/Freedom_Schools and images of the program are easily findable on Google Images.

3. **Audience**

   Because the topic is historical, this site is just a space to learn without any commercial intentions. This website will be part of the portfolio that I present to professors at the end of the semester, so please keep in mind that people with a critical eye for design will see it. I like the idea though that a student who is middle school aged or above could run into this site while doing research and find it interesting.

4. **Message**

   I would like to share the great work that Civil Rights organizers did through the Mississippi Freedom Schools to help create a more equitable education system. Freedom schools were a great resource for Black communities in Mississippi who were already fighting for their rights because the schools helped to educate children but also tried to empower them to participate in politics and activism.
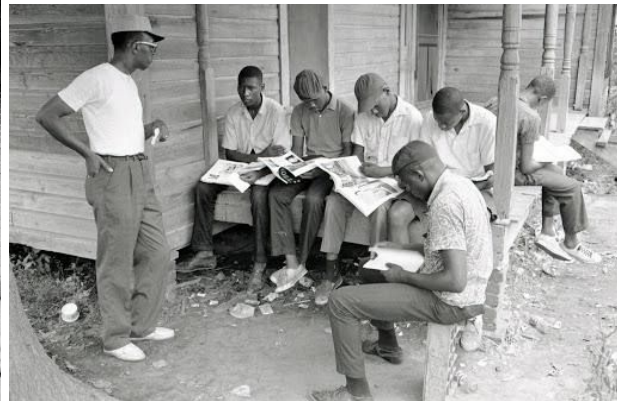
5. **Tone**

   I want the tone to be relatively light and upbeat because this was a program aimed at children. However, I want it to be presented such that it reads as a reliable source of information.

6. **Visual Style**

   I am thinking at this stage that I want something pretty clean feeling, think sans serif fonts and not too many competing elements. I would like the pages to be primarily

text-based with a few images sprinkled in to keep a reader's attention. I also want to find a way to incorporate some pops of color, maybe in border boxes around images, text set on a colored box, or incorporating color into the header. I am picturing a light blue with accents of yellow and maybe a little purple for the color scheme. I am also pretty open to suggestions, so please feel free to do some experimenting.

Here are a few visuals that I hope will give you some inspiration or ideas:

This is the website for a contemporary program based on the Freedom Schools model.