

Creative Brief

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Project Title: LA 1992 Riots Website

1. Project Overview

I want the website to be informative about the events that took place during the riots but also focus on the complex racial issues and tensions before April 29, 1992 that led to the riots. Maybe a simple timeline can be included.

2. Resources

Copy available at https://en.wikipedia.org/wiki/1992_Los_Angeles_riots. Images can be found on Google.

3. Audience

I hope that it is an easily accessible site to everyone, with language that is understandable by a younger audience of students who are looking at the website for educational purposes.

4. Message

I want the website to highlight that there is a lot of complex and messy issues regarding race that have not yet been resolved. There isn't a solution to be suggested, but I hope there is more awareness.

5. Tone

I wish for the tone to be informative and educational, but I want the audience to feel the rage for the injustices felt by entire communities and the insanity of the verdicts of the policemen on trial.

6. Visual style

I imagine something like below, a very accessible website with not too much scrolling on each page and redirection.



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