

Mehida Toledo

Website Design

Final Project Proposal

March 11, 2025

For my Final Project, I propose creating a website that presents the concept of an underwater city as a fictitious truth. The website will take on the perspective of the supposed inhabitants of this city, presenting their existence and encouraging visitors to explore the depths of the ocean to find them. I want the design and tone of the website to be mysterious, eerie, and immersive, drawing users into the lore of the deep. The fictitious truth of this project is of the idea that there is a hidden city deep beneath the ocean, populated by unknown beings who communicate through the website. The website will feature eerie imagery, cryptic messages, and compelling "evidence". I find this concept interesting because I've always been interested in the ocean and how much of it is unexplored. It is filled with countless mysteries, making it the perfect setting for a compelling fictitious truth. I also find deep-sea creatures scary, as their strange appearances make them almost look like aliens. At the same time, mermaids are fascinating—there's something eerie yet alluring about the idea of intelligent beings lurking beneath the water.

The website will be presented as a communication or informative platform from a group of beings who claim to have adapted to life underwater. The story I am coming up with is that

they were once people who lived on the surface but due to unknown circumstances, sank beneath the waves and evolved to thrive in the deep. Over centuries, they built an advanced civilization hidden from humanity, and now, they are reaching out through the internet to invite others to join them. In reality, they are luring humans down to their deaths and nobody knows why or what they do with them. The eerie aspect of the website will play on the fear of the unknown, using unsettling imagery, and vague but sinister warnings to create a sense of unease. I want the experience of navigating the website to feel like discovering layers of a mystery, making visitors question the story altogether.

To enhance the illusion of legitimacy, the website will include supposed "historical accounts," have images, and testimonials from individuals who claim to have heard and seen them. It may also feature interactive elements, such as puzzles or hidden messages, to further engage visitors and deepen their sense of immersion in the story. Additionally, this project highlights the impact of digital storytelling and how immersive media can influence the way people perceive their ideas or beliefs. Visitors who become deeply invested in the mystery of this website may later reflect on how easily they were drawn in, prompting them to think more critically about the information they encounter online.

This project is meant to be an exciting and immersive experience that makes people think about what could lurk beneath the water. By creating a mysterious underwater world and presenting it as reality, I hope to spark curiosity and convey that eerie feeling. The website will entertain visitors while also making them question the unknown. Some may leave with a deeper interest in the ocean, while others may think more critically about how stories are told online. Either way, the project will offer an engaging look at how fiction and reality can blend to create something both eerie and thought-provoking.