Creative Brief:

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Project Title: Concorde Website

1. Project Overview

The goal of my website is to be informational, and provide specific information about the Concorde in an easily-navigable way. Most websites that currently exist about it make it harder to find interesting and pertinent information about it, and if they do provide this information, it is both too in-depth and also poorly designed. I want the information to be understandable for the everyday reader, so they can learn about this super awesome airplane. Navigation would be incorporated onto first page,

2. Resources

I would use the Wikipedia page: https://en.wikipedia.org/wiki/Concorde

Another good resource is https://en.wikipedia.org/wiki/Concorde_aircraft_histories and https://www.thesun.co.uk/news/2195285/concorde-nasa-richard-branson-new-york/ (more of a fast-facts source, also talks abt future innovation).

3. Audience

This is not a commercial site, and is just informational, targeted at adults (or teenagers) who don't know much about aircraft, but are curious about the plane. My professors will also be viewing this, as well as potential employers.

4. Message

I would like for this website to focus on the technological advancements of the Concorde, and its future (being brought back, and inspiring current innovation in supersonic flight). Not just the Concorde's technical details, but also its flights (Solar Eclipse one) were innovative. The crash should be addressed as a moment of failure, and an event that tipped off further safety improvements in the design of the plane.

5. Tone

The tone should be informative and professional, but not too techy and overloaded with specifications and airplane design jargon. Simple enough to understand, but still coming off as knowledgeable.

6. Visual Style

A clean, modern layout using sans-serif typefaces, emphasizing tech and modernity of design of plane. Idea of speed might be nice to convey. Navigation would be incorporated into image on first page, but on subsequent pages, a top menu bar would be nice.

https://www.etq-amsterdam.com/ (I like the minimal menu @ the top, and side navigation bar)
http://www.thesnowmanmovie.com/ (another cool navigation menu bar system, with a first page that is very visually striking, with text overlaid on image, and cool marginalia. other pages have a simple text layout, which might work well w my concept)
http://spyfilms.com/#!/ (I like the scroll up to read content, w image disappearing)
https://landing.adobe.com/en/na/products/marketing-cloud/ctir-3108-running-on-experience/ (another cool page layout, with scroll to read content, more images incorporated.. I like)

WHAT *is* WRONG WITH ME?

As a serious marketer, you are a bit insane. Your customers expect more than products and services. You need to follow wherever they lead and be faster than they expect. Delivering personalized experiences on just the right device at just the right time.

You need to become an experience business. But as you transform, you'll feel that wind pick up behind your back, you'll feel those organizational muscles begin to move you faster up the road, and it will all remind you why you set out on this road in the first place.

THE RACE IS ON

ETQ.

MENU

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STOCKISTS

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