CREATIVE BRIEF

CREATIVE DIRECTOR: NATALIA OLEDZKA
DESIGNER: SARA BERMAN

TOPIC: BONE WAR

1. PROJECT OVERVIEW

The goal of the microsite is to bring light to a historical event/war that the general public does not know much about, and to showcase it in a beautiful/aesthetically engaging way to hook a viewer in and gain their interest in a relatively strange and niche topic. I think the unique duality of the topic can be played upon: the aggression of war and the fragility of bone, fossils, and archeology. This can create a unique contrast that sets the Bone War apart as well as provide a restriction/framework to build a tone and engaging visual language.

2. Resources
Copy is available at https://en.wikipedia.org/wiki/Bone_Wars

3. Audience
This is an informational website, and since it is a student assignment, will be presented as part of my portfolio, and I will credit everyone involved. If I publish it on my website, prospective employers can see it. In general, I feel like students and adults will look at it.

4. Message
I was to provide information about the Bone War, and frame it as something interesting, and niche. I want it to be more of a narrative since it is historical.

5. Tone
I think tone should convey the duality of the topic. It is Bone (and fossils and archeology), which is fragile, and War, which is aggressive, which makes the topic in of itself very interesting. I think this contrast can be played up.
It should be informational, yet inviting, engaging, and visually "cool," to draw in the audience.

6. Visual Style & Inspiration

http://meili.arch.ethz.ch
- I like the neutral color palette of this website, as well as the use of contrasts of black versus light grey. The microsite we make should be more legible, simpler and inviting than this, but I like the overall visual tone through colors and typefaces.

https://www.benjaminguedj.com
- Neutral color palette which I am drawn to. I think it would be a good idea to use a thin condensed serif typeface, such as the one in this website, as a play on the fragility of bones, and contrast it with a thicker and bolder one to play on the aggressive war aspect of the topic.

<- Example of potential bolder, wider typeface to contrast the thin one or normal serif one if thin and bold is too much. I like the contrast of the red with the pale, which fits into the theme of bone vs war.

https://fearless.com.au
- Although this website does not at all have the visual style that I am imagining, it does a good job sectioning off different parts in a continuous scroll format. I think this could be useful in creating a narrative of sections or "chapters." I can imagine like a manilla folder archeological field notes vibe to this, if you want to explore that direction.

Overall and to summarize, I think you should play up the contrast of the topic. This can be explored through different typefaces, (Serif vs extended bold typeface or thin condensed and extended bold, etc.), as well as through colors (a pale beige or light peach with a dark muted forest green, maroon, or slightly muted red, etc.) You can also explore or combine the manilla folder/ field notes in journal handwriting vibe or combine elements of both. Open to your ideas as well.