

Creative Brief

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Selkies

1. Project overview

The goal of this website is to inform people about selkies and their folklore. I want to provide the reader with multiple myths and legends about selkies from different cultures while using a visual language that communicates the darkness of their stories.

2. Resources

Copy is from: <https://en.wikipedia.org/wiki/Selkie> and for imagery, there are a lot of drawings/paintings on google images- there's also a statue that has pretty high quality pics https://c1.staticflickr.com/1/367/30715764934_03693109de_b.jpg and illustrations of grey seals (like this <https://i.pinimg.com/originals/20/78/4c/20784cdbb1c08f5afdd021509fa0b755.jpg>) might also be useful

3. Audience

The site is informational and could be viewed by anyone probably ~13 and up. I'm not saying design the site for kids/teenagers, though- I still want it to be aesthetically pleasing.

4. Message

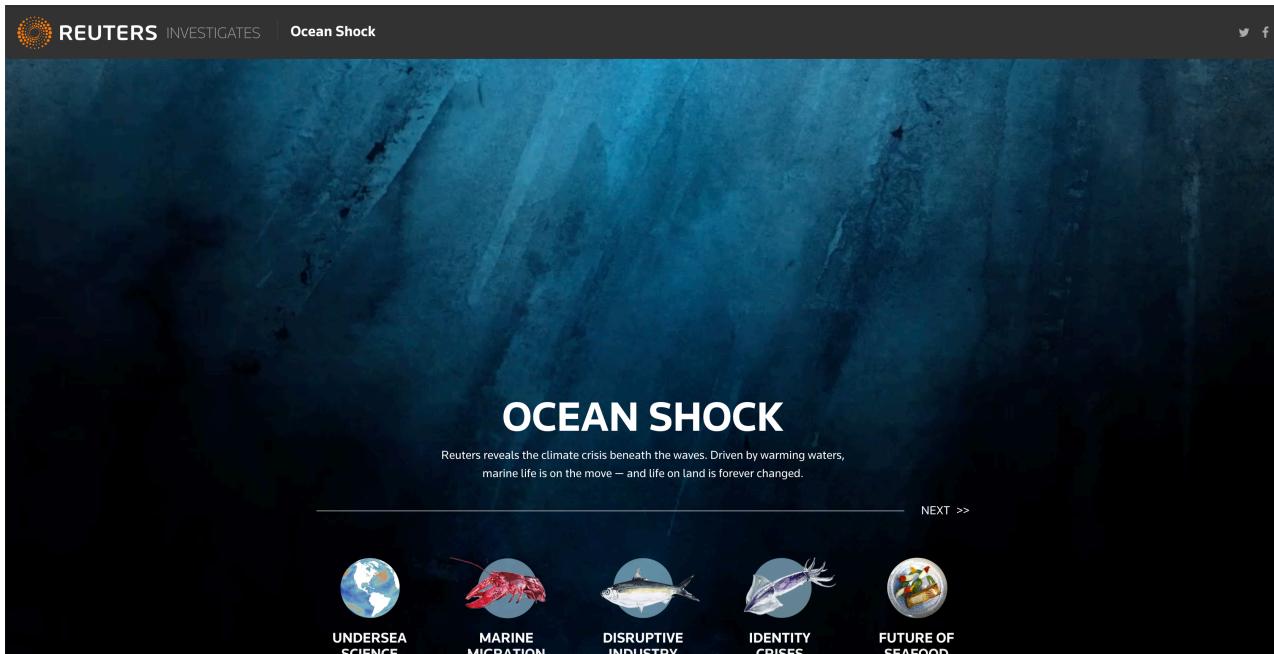
I'd like to focus on the myths/legends aspect of the article. The introduction and possible origins part of the article could maybe be treated differently typographically to emphasize that.

5. Tone

I'd like the tone to be fairly serious and reflect the dark nature of the legends.

6. Visual Style

Dark and watery.



REUTERS INVESTIGATES | **Ocean Shock**

OCEAN SHOCK

Reuters reveals the climate crisis beneath the waves. Driven by warming waters, marine life is on the move — and life on land is forever changed.

NEXT >>

UNDERSEA SCIENCE MARINE MIGRATION DISRUPTIVE INDUSTRY IDENTITY CRISSES FUTURE OF SEAFOOD

The page features a large, dark blue background image of an underwater scene with marine life. At the top left is the Reuters logo and "REUTERS INVESTIGATES". Below it is the title "OCEAN SHOCK". A subtitle reads: "Reuters reveals the climate crisis beneath the waves. Driven by warming waters, marine life is on the move — and life on land is forever changed." A "NEXT >>" button is at the bottom right. Below the main title are five circular icons with labels: "UNDERSEA SCIENCE" (globe), "MARINE MIGRATION" (lobster), "DISRUPTIVE INDUSTRY" (fish), "IDENTITY CRISSES" (squid), and "FUTURE OF SEAFOOD" (seafood platter). Social media icons for Twitter and Facebook are in the top right corner.

<https://www.reuters.com/investigates/section/ocean-shock/>



C A R G O

PLAY TRAILER

The page features a large, dark blue background image of a calm sea with a small boat in the distance. The word "CARGO" is written vertically in white, sans-serif letters down the center of the page. A "PLAY TRAILER" button is in the top right corner. The overall aesthetic is minimalist and dramatic.

<https://www.awwwards.com/sites/cargo-the-film>



