

## Creative Brief

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### Project Title: Lockheed SR-71 Blackbird Website

#### 1. Project Overview

The website you are creating should inform the reader about the Blackbird its history, creation, service, and legacy while conveying a sense of patriotic, mystical awe. Make sure to emphasize the Blackbird's reconnaissance role and as a small tool in America's military complex.

#### 2. Resources

The [SR-71 Blackbird Wikipedia page](#) should provide you with most, if not all, of the written copy and photographic media you will need for the website. More content may be available on [Lockheed Martin's page about the Blackbird](#) and the [National Air And Space Museum's Page on the Blackbird](#).

#### 3. Audience

Your audience will be the general population of people with a high school and college equivalent level of education. The audience may not have a firm technical understanding of the subject but may have a general idea of its purpose and global impact.

#### 4. Message

While you may choose to include physical descriptions of the Blackbird, the website's intent is to convey the historical and functional importance of the vehicle. Choosing to include such descriptions and specifications may help articulate the aircraft's purpose! Do not be afraid to wrestle with the somewhat controversial nature of the American industrial military complex and how the Blackbird was viewed by the public during its service. (These ideas may not be so straightforward or unclear so feel free to reach out to me if you have further questions!)

#### 5. Tone

Like the provided materials, the website should have a non-fiction tone and communicate a sense of mystery, as if this were an alien technology. It is up to you to decide if you wish to have a positive or negative tone when referencing the perception of the Blackbird in the "Legacy" section page.

## 6. Visual Style

The website's overall style should convey a sense of sublime awe. Furthermore, it should convey an intimidating aura of futuristic technological advancement. While the website servers to clarify elements about the aircraft, you should aim to employ the feeling of a shrouded technology. I've provided some inspiration below, although you have creative freedom to choose the color palette and overall website design.

### Photos for Reference:



(you can leverage large high quality photos to provide striking, captivating visuals)



(dark photos that mask portions of the aircraft help to convey the sense of mystery and awe)



(high quality, to stay on theme with a "technologically advanced", this picture of the pilot works to further dehumanize the technology)

I would suggest choosing a simple and dark color palette like the [NASA Voyager web page](#).

