Creative Brief

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Project Overview

The goal of this website is to be informational and to give viewers/readers a sense of what characteristics and natural forces work together to create auroras.

Resources

All copy is available at https://en.wikipedia.org/wiki/Aurora as well as some photography. There are many photos available on Google Images.

Audience

This site will not serve any commercial purpose. It is meant to provide any viewer with more information (any English-speaking viewer interested in science + natural phenomena)

Message

I'd like the site to focus on giving the viewer a compelling visual experience that celebrates the beauty of auroras but also dives deeper into how such beautiful natural light shows come into being.
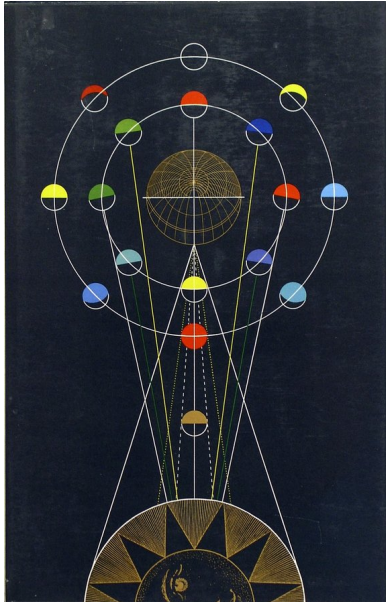
Tone

The site should balance a kind of informational, scientific tone with a more expressive visual language to showcase the "grandness" of this natural phenomenon.

Visual Style

I am leaning toward something with clean, probably sans serif type styles and a darker background to allow any imagery of the lights to take center stage. I think any of the elements like the navigation can play off of the visual of a night sky.
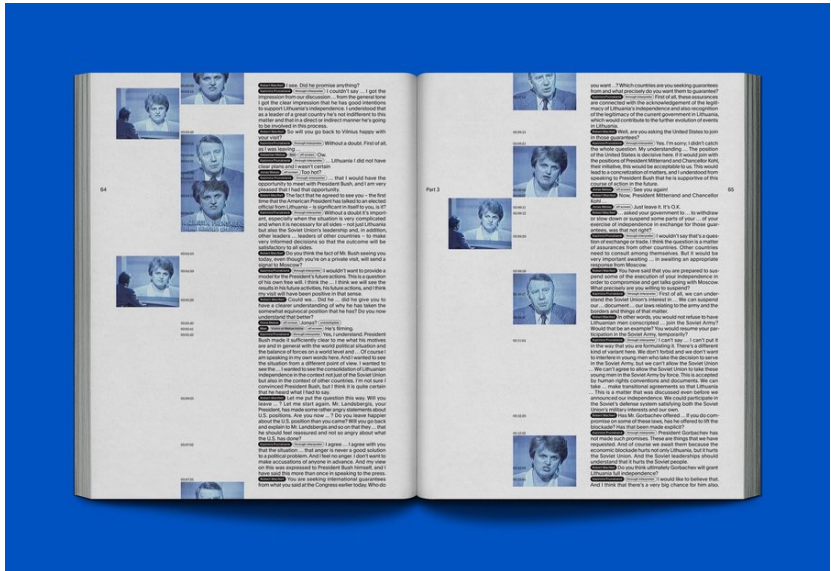
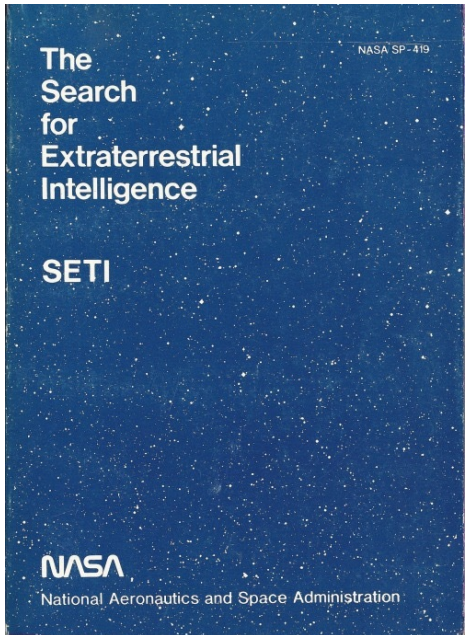(an interesting look at just type + dark background)

(astronomy charts from 19th century would be an interesting visual language to think about when structuring the site)

(love how this creates a similar kind of glow that auroras create + simple type setting)

(even though this is print, I love how it works with a column of text + highlighted subheads and pictures accompanying -> could translate into the scrolling pages)

(older NASA prints like this might be a fun reference)