Creative Brief

Sarah Rhee
11/7/2018

Project Title: Pink Fairy Armadillo

1. Project Overview

The goal of my website is informational and factual.

2. Resources

https://en.wikipedia.org/wiki/Pink_fairy_armadillo. The wiki site doesn't provide a lot of pictures to work with so you'll probably have to google images and reference other third party sites

3. Audience

This is strictly informational and factual. The purpose of the site will be that of a wiki page but vamped up in terms of visual style and language.

4. Message

I would like to put emphasis conservation efforts of the pink fairy armadillo and the environmentalism of everything. How the species is being threatened and what people can do to help.

5. Tone

The tone will be very casual but without disregarding the seriousness of the fact that they are a near threatened species.

6. Visual Style

I would like sans serif typefaces and a muted pink color palate. I think the incorporation of greys would also be nice. In terms of imagery, use both photos and illustrations of the armadillo. Especially with the use of pink, I think it will become easy for this to get "cheesy". Especially when it comes to the conservation page, emphasize the seriousness.

http://space.vanderlanth.io/
http://weaintplastic.com/
http://elitemodel.fr/fr/web.app