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Professor Guzman

CIM 111

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Final Website Creative Brief

1. Background Summary: The clientele for my website will be people who don’t know a lot about coral reefs and the danger humans pose on them. The strengths of the site will be the information and vibrant colors. The weaknesses will be the fact that I won’t be able to convey ALL of the information, so people will also need to do some of their own research after visiting my site.
2. The project I will be making is going to be a 4-page website about saving coral reefs. Each page will be a different solution on how an individual can make a difference in the world. This project is important because many people don’t realize the everyday danger they pose on our dying coral reefs. By visiting my site, it will encourage people to change their old habits and create new ones that have a better impact on the environment.
3. My goal for this project is to encourage people to make a difference for themselves, the earth, and the dying coral reefs. My top 3 objectives are:
   1. Spread awareness
   2. Create incentive
   3. Make a difference
4. I am speaking to anyone and everyone; it never hurts to educate yourself on something new. Even if people are already aware of this issue, it will hopefully make them want to spread awareness to others.
5. My competitors will be people who are not aware of this issue. I don’t have any direct competitors in the sense that no one is campaigning to “kill the coral reefs!” Thus, my biggest competitors are people who are unaware.
6. I will be communicating this issue to my website visiters by creating a website that is intriguing and interactive.
7. With this website, instead of telling people that they need to make a big difference all by themselves, it will encourage people to make small adjustments in their everyday lives. If we get more and more people to make these small adjustments, the impact that the entire movement will have on the earth will be substantial. I want my audience to know that they can’t and shouldn’t do this on their own; it needs to be a team effort from everyone!
8. I will be using other images I find from websites such as Unsplash, Pixabay, and other high resolution and free photo websites.
9. I don’t think I need to include any timelines, schedules, or budgets; this website is to simply spread awareness.
10. I will be reporting to Professor Guzman, who will oversee this project.