Content Outline

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Project Title: Jellyfish

1. *Project Overview*

The goal of my website is to be informative while also trying to design a visually compelling jellyfish website. I would like to present an underwater creature we don't often get to see, and show how unique and mesmerizing they can be.

2. *Resources*

https://en.wikipedia.org/wiki/Jellyfish

I will also link the sources for any additional pictures that I use.

3. Audience

I would like if the design appealed to wide audiences, but it is only meant to be viewed by the instructor. However, it may also be put in my portfolio and be viewed by other artists and creatives.

4. Message

I would like it if the readers were able to appreciate the website, and come out learning a little more about jellyfish. Although the information may be more biology-related and more academic, I hope it can be an enjoyable experience.

5. Tone

I want to have a light-hearted, yet informative tone that balances the fun and elegant aspects of jellyfish.

6. Visual Style

I'd like to focus on the qualities of jellyfish within my website, such as their transparency, shape, and elegance. Having an animated loop may also be

interesting in showcasing their movement, and immersing the viewer within the website. I want to have a clean, modern and maybe otherworldly/ethereal and graceful design.

Here are some visual references and inspiration: