

Creative Brief

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Project Title: Egyptian Language Website

1. Project Overview: My goal is to present the information in a timeline-like format, possibly even including a timeline in some part of the website, and if not, integrating the timeline with the navigation bar.
2. Resources: https://en.wikipedia.org/wiki/Egyptian_language, as well as my beautiful mind*
3. Audience: This is an informational site, I am envisioning it being on par with an educational museum website. The audience will be of the more mature nature, not engineered towards younger kids, but likely those late middle school and above. However, I would like the site to be relatively easy to navigate for those in an educational setting.
4. Message: I would like to focus on the intricacies of the language system of such a lengthy civilization, and the way that language can shift and mutate over time. Particularly in Egypt, it is fascinating to me that the current spoke language (Arabic) has existed in the country for the least amount of time (compared to others).
5. Tone: Tone is a combination of the message and audience to me, where it will be combining accurate and concise historical knowledge with a user-friendly format that could be utilized in a classroom. Additionally, I would like for it to be a quick reference for those studying ancient Egyptian (art) history.
6. Visual Style: I would like the website to be clean, simple, and illustrative



A screenshot of the Metropolitan Museum of Art's timeline interface. It shows a world map with regions like North America, Central America, Europe, Africa, Central and North Asia, East Asia, South and Southeast Asia, and Oceania. Below the map is a horizontal timeline with markers for 8000 B.C., 2000 B.C., 1000 B.C., 1 A.D., 500 A.D., 1400 A.D., 1600 A.D., 1800 A.D., and PRESENT. A callout bubble indicates 'Chronology (291)'.



A screenshot of the Metropolitan Museum of Art's timeline interface for the Eastern Mediterranean and Syria, 1-500 A.D. It shows three artifacts: a green terracotta head of a deity, a large reddish-brown terracotta bowl, and a group of small ceramic bowls. Below the artifacts is a timeline with markers for 1 A.D., 126 A.D., and 212 A.D. A callout bubble indicates 'The Eastern Mediterranean and Syria, 1-500 A.D.'.

*the knowledge I have gathered with this being a niche of mine as well as the multiple books and scholarly articles I have on the topic