

# Creative Brief

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## Project Title: Muhammad Ali Website

### 1. Project overview

The goal of my website is to be general informational, to recount an event that was greatly influential in global history, yet many of us (probably the entire class) have very little information.

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Year\\_2000\\_problem](https://en.wikipedia.org/wiki/Year_2000_problem), as well as some photography. There are a lot of other photographs available on Google Images as well.

### 4. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

### 5. Message

I'd like to focus on the actual event of Y2K, instead of its meaning in pop culture or in 2022.

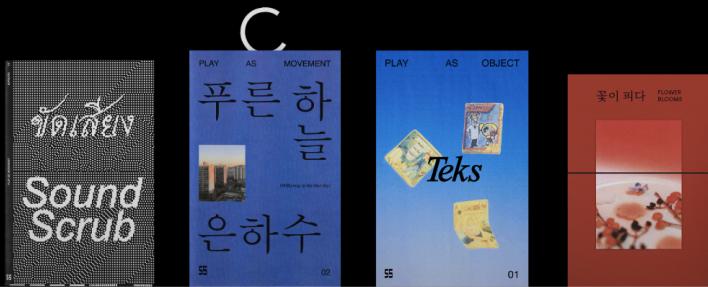
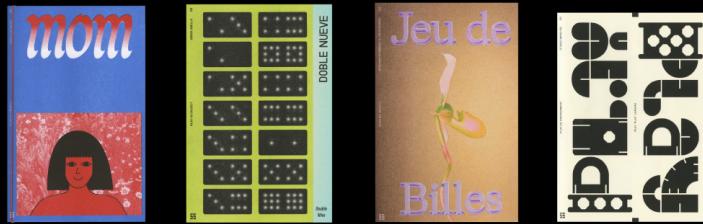
### 6. Tone

The tone here I think should be experimental and a little bit anti-design. I want to make the site very straight forward, to imitate how elementary the world wide web was then.

### 8. Visual Style

IDAY! WELCOME! WE WILL BE ONLINE FROM 12PM TO 9PM EST. THANK YOU FOR STOPPING BY OUR

ZINES & PRINTS  
BUNDLES  
PLAY  
ABOUT  
CART



The collage displays multiple overlapping screenshots from different digital interfaces related to the exhibition:

- Top Left:** A dark-themed website for "Guerrillas in Flatland: Unite! Digital Voyagers" featuring a search bar and navigation links.
- Top Right:** A screenshot of a digital interface showing a list of names and roles, including "WU Yifei" and "HE Jingfei".
- Middle Left:** A screenshot of a mobile application or website with large blue text "平面游击" and "起来! Unite!".
- Middle Center:** A screenshot of a digital interface showing a calendar for "Mar 26 - Jun 28" and a "Volunteers" section.
- Middle Right:** A screenshot of a digital interface showing a list of names and roles, including "WU Yifei" and "HE Jingfei".
- Bottom Left:** A screenshot of a mobile application with a "404 Not Found" error message.
- Bottom Center:** A screenshot of a mobile application with a red button labeled "策展人: 吴月 X 何竟飞".
- Bottom Right:** A screenshot of a mobile application with large blue text "平面游击" and "起来! Unite!".



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The web is what we make it. ...I believe the common prevailing metaphor—the internet as cloud—is problematic. The internet is not one all-encompassing, mysterious, and untouchable thing. (In early patent drawings depicting the internet, it appears as related shapes: a blob, brain, or explosion.) These metaphors obfuscate the reality that the internet is made up of individual nodes: individual computers talking to other individual computers.

— [My website is a shifting house next to a river of knowledge. What could yours be?, by Laurel Schwulst](#)

and your go-to response

- What you're excited about

Drag around and type. Please don't erase anyone else's words!

I am aiming to start my own an produces stories that show so metaphorical scenarios and pr culture.

I want to write a novel i doesn't even have to be published, co just want to write something long and out there as my legacy i want to b

i want to be mentally stable again

my dream is to learn how to

For more writing prompts, click here. Open Your World of Text in another tab

