

Creative Brief

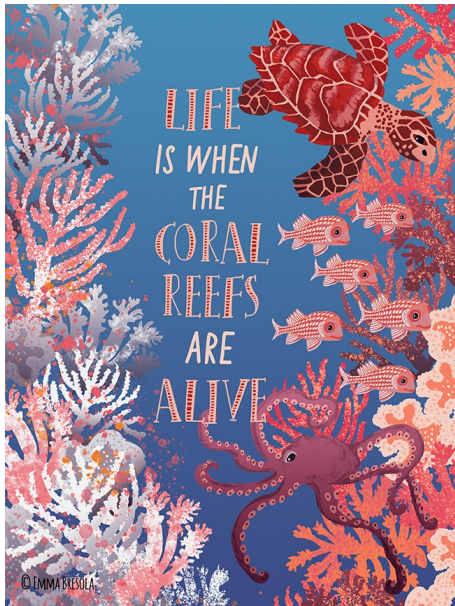
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**Project Title: Great Barrier Reef**

1. **Project overview:** The goal of my website is to be educational. I'd like the information about the Great Barrier Reef to be presented in a vibrant and colorful way that highlights the beauty of the habitat, but also emphasizes the critical nature of protecting the ecosystem.
2. **Resources:** The primary resource is the Great Barrier Reef wikipedia page ([https://en.wikipedia.org/wiki/Great\\_Barrier\\_Reef](https://en.wikipedia.org/wiki/Great_Barrier_Reef)). The wiki page has a collection of images that can be used, but Google also has a plethora more.
3. **Audience:** This project is strictly educational site and won't be used anywhere outside this class. Demographic information will likely be WashU students and potentially professors of all different backgrounds. Pictographically, the audience will likely be well-educated and (future) high-income earners..
4. **Message:** I'd like present the beautiful complexity of the Great Barrier Reef, exhibited through its fun colors and ecology. However, I want to emphasize that without careful protection of the ecosystem and the world's environmental state overall, the risk is in great danger.
5. **Tone:** The tone across the site should change depending on the content. On the strictly descriptive parts, I would like the tone to be appreciative, inspiring, and bright. On the other hand, when it comes to the content about coral reef destruction, I would like there to be a slightly pessimistic and very minimally critical tone. Thus, exhibiting the message about the importance of protecting reefs.
6. **Visual Style:**

I would like the design style to reflect the tone as well as the vibrancy of the coral reef. This poster does a great job, and these backgrounds display similar color theme I am looking for.



Despite the website being colorful, I would still like the website to be easily navigable and organized.



These colors aren't accurate, but I like how playful the style is while still being able to communicate lots of information