

## **Creative Brief**

Ashley Zhu

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# **Project Title: Wonders of the Jellyfish**

## **Project Overview:**

The goal of my website is to be generally informational, but to present information about jellyfish in an engaging, illustrated way that showcases why jellyfish are such unique creatures.

## **Resources Copy:**

is available at <https://en.wikipedia.org/wiki/Jellyfish> as well as some photography. There are a lot of other photographs available on Google Images as well. Can use <https://www.britannica.com/animal/jellyfish> and <https://www.businessinsider.com/jellyfish-facts-things-you-didnt-know-2019-6> for fun facts on the main page (and also references on 3 types of jellyfish: scyphozoa, cubozoa, and hydrozoa).

## **Audience:**

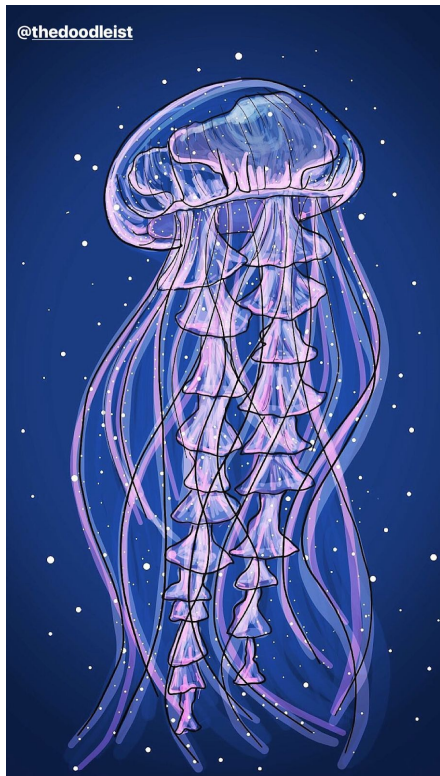
This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it, so not too childish. Demographic information could be all across the board, but the audience will likely be between 10-30 years, focusing on teenagers.

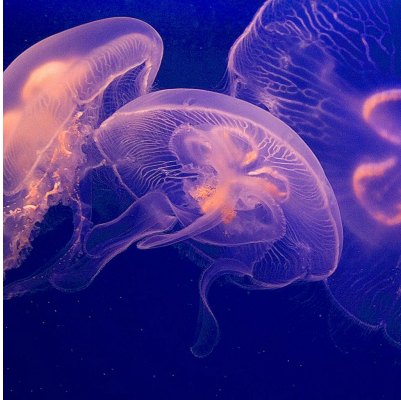
**Message:** I'd like to focus on the specialities of jellyfish and what makes them special from other creatures as well as a general overview of basic jellyfish: in particular their glowing capabilities (bioluminescence) and amorphous, invertebrate form.

## **Tone:**

The tone here I think should be educational, animated, and friendly in a refined way. I am looking to highlight the playful, amorphous flow of the jellyfish anatomy and their impact and role in the environment/oceanic ecosystem.

**Visual Style:** My desire is to go one of two ways – **1.** Full-on friendly, with basic colorful illustrations, white background, and simplistic fonts and concise text for young adults **2.** An elegantly playful design with glowing graphics, darker cool-colored backgrounds (as if the reader is floating in the deep sea), colorful jellyfish pictures, and refined, simplified illustrations. Subtly moving/flowing visual organization of text and image.





Tentative color palette (feel free to add colors of your choosing)

