

Creative Brief

Claire Warhover- The Moon

1. Project overview: The goal of my website is to be informational. I want people to walk away from the website with a general understanding of the moon and its relationship to the earth. Also, I outlined the content that I would like to include, but feel free to discuss with me if you want to adjust the content (such as adding the moon phases or other more general information!)

2. Resources: Copy is available at <https://en.wikipedia.org/wiki/Moon>.

There are some good images on NASA's webpage:

https://moon.nasa.gov/galleries/images/?page=0&per_page=25&order=created_at+desc&search=&condition_1=1%3Ais_in_resource_list&category=51&href_query_params=category%3Dimages&ss_id=

There are also obviously good images on google images.

3. Audience: My site is going to be informational, and since most people don't have extensive knowledge about the moon, I think the audience could potentially be anyone. The content from Wikipedia probably isn't easily understandable by children, so maybe the website is more geared towards high school/college students who may be searching for this information. It will also be viewed by our instructors, so that is something to keep in mind

4. Message: I think there are a lot of misconceptions/myths about the moon, so I hope that these misconceptions can be cleared up by this website. I think my message is primarily educational and conveys the importance of the moon to our life here on earth.

5. Tone: The tone should be scientific and educational. It should feel like you are looking at an education website focused around space.

6. Visual Style: I think that I want the page to feel like you are in space when you are looking at it, such as having a black or dark blue background, possibly with stars or planets. The type choices could possibly reference NASA or space in some way. If you wanted to have more fun, there could be rocketships and other objects related to space.

Some Examples:

