

Creative Brief

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Project Title: Dumbo Octopus Website

1. Project overview

The intent of my website is to be informative, but to present the scientific information alongside imagery that communicates how adorable this species is, and to encourage excitement about this animal from the audience.

2. Resources

Copy is available at <https://en.wikipedia.org/wiki/Grimpoteuthis>, 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. Demographic information could be all across the board, but the targeted audience primarily includes children, however I would hope to follow accessibility rules to ensure a broad audience can digest the content. .

5. Message

I'd like to focus on the mystique that is the Dumbo Octopus. It is a fascinating species, as it is the deepest living octopus known to man despite it being much smaller than most cephalopods. It received its nickname for its two fins on the top of its head making it resemble the popular Disney, flying elephant.

6. Tone

The tone here I think should be scientific and fanciful. My primary constraint is to maintain complete accuracy of information. However, this animal is beautiful, mistifying, and has inspired generations of myth and story-telling. I want to approach the scientific facts from a visually interesting way, that highlight the beauty of this creature.

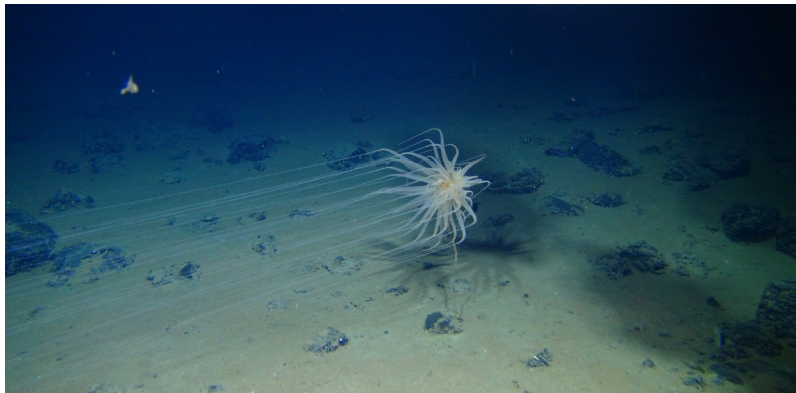
8. Visual Style

My instinct is to have a single-scroll page with a dark, sea floor as the background. I can imagine how a vertical scroll would make sense for a deep-sea creature. However, I have always wanted to explore horizontal scroll, and I believe having a continuous sea floor background with png images of the Dumbo Octopus occupying the space would be very visually gripping. I want the imagery of the creatures to be colorful and digestible, I am considering drawing my own images so that they have a uniform voice throughout the page.

Here are a couple of of inspiration images.



This is a great example of a sight with the type of background I want, but I want the information to float in the negative space instead of having an opaque overlay.



These two images are great examples of the type of imagery I want to use as the backdrop for my web page



These two images are great examples of the imagery I want to use for the ocotopus