

Creative Brief

Helen Xiu
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Project Title: Sunfish Website

1. Project Overview

- a. My goal is to provide general information about the Sunfish and its way of life.

2. Resources

- a. Copy available at: https://en.wikipedia.org/wiki/Ocean_sunfish
- b. Some images
 - i. <https://fishingoutcast.com/can-you-eat-sunfish/>
 - ii. <https://www.straitstimes.com/singapore/sunfish-study-may-benefit-humans>
 - iii. <https://www.thoughtco.com/facts-about-ocean-sunfish-2291599>
 - iv. <https://www.nationalgeographic.com/animals/fish/o/ocean-sunfish/>

3. Audience

- a. There is no specific audience for this website, as it is supposed to be largely informational. I want everyone to learn about sunfish :^)

4. Message

- a. I'd like to communicate that Sunfish are beautiful and interesting creatures.

5. Tone

- a. Tone should be mostly impersonal, as the site's job is to generally inform.

6. Visual Style

I'd like to create a color palette in oceanic colors - dark blues and light blues, with text largely in white on a darker background. As for the general aesthetic, I am leaning towards something modern and sleek. Minimalist, sans serif white text on dark blue or black.

Maybe a paneled layout? Not sure about it though.



These colors are particularly nice



This as a banner image with white text to the side? Navigation bar on top.