

Creative Brief

Dee Cea
7/16/2020

Project Title: Axolotl Microsite

1. Project overview

The goal of my website is to largely be informational and stress the fascinating uniqueness of this creature, but with a friendly and fun tone, more akin to a children's program than an academic textbook, without dumbing down the words or terminology.

2. Resources

Copy available at: <https://en.wikipedia.org/wiki/Axolotl>. Will likely explore adding in some copy when needed from external links listed on the bottom of the page, such as

<http://america.aljazeera.com/articles/2015/2/15/mystical-amphibian-venerated-by-aztecs-nears-extinction.html> and

http://bioweb.uwlax.edu/bio203/s2008/osuldsen_brit/.

Photos sourced from Google Images and Flickr.

3. Audience

While I would like to touch on the biological aspects of the axolotl, I do not intend this website to be meant as an academic resource or intended for biology-adjacent researchers. Instead, my audience will first and foremost be my professor and classmates, and potentially become a portfolio piece for future employers. It is meant for a general audience, excluding young children and senior citizens.

4. Message

The axolotl is such a fun animal, though largely unknown, and I would like to bring attention to it in general. While axolotls are able to be cultivated as domestic pets, I do not want to have a section on pet-care, as I feel it would undermine the message of conservation on the last page.

5. Tone

I would like the tone to be very light and fun, as if presenting all this information to a friend (without losing accuracy of information). For the last section, however, I would like the tone to shift not darker, but perhaps a touch more serious when addressing the endangered nature of the animal, while listing several reasons for its endangered status. Not dire, but more as a friendly call-to-attention.

6. Visual Style

Because axolotls are so fun looking and brightly colored, I plan to use a bright, fun, and bubbly color palette – likely mixing pastels and jewel tones. Rounded corners will be preferred over hard ones.

I feel as if it is easy to default to an “alien theme” when addressing odd or novelty looking animals, and so while I think that could add to the fun and cutesy element, I would rather explore other design avenues before choosing a theme that would be more gimmick than informational.

I'd like a sidebar to be visible at all times on the side of the screen. That, or clickable low-contrast images of axolotls with text over them describing which page of the site they lead to.

Some sample photos below.

Axolotl color examples:

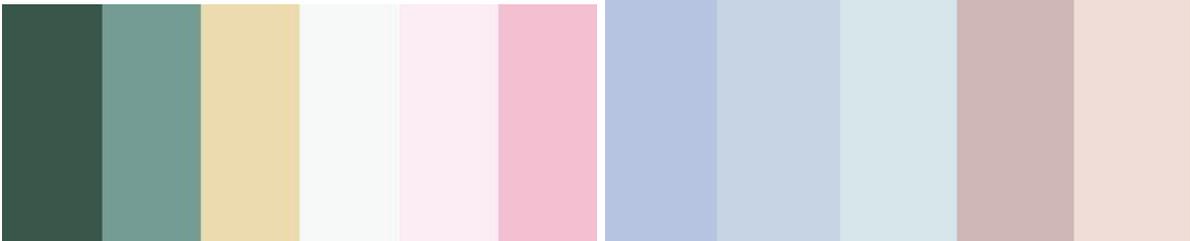
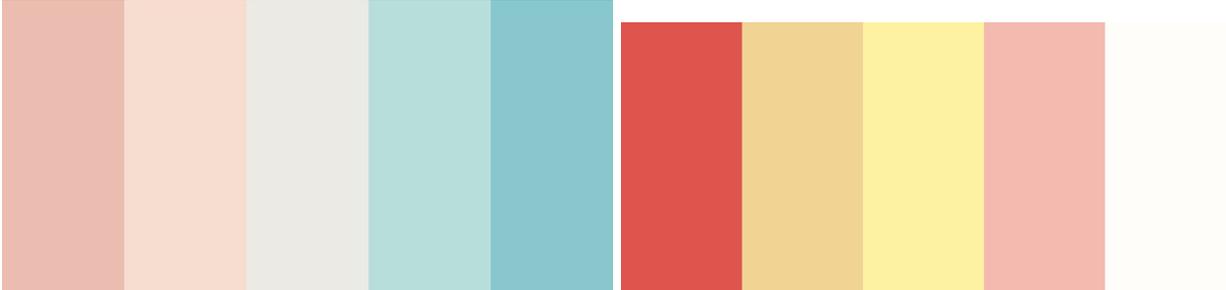


These are the brightest colors they come in, pink being the most popular. Other less exciting color variations (grey, green, brown) will be included in

photo examples, of which there will be many, but will not play into the core color choices of the site itself.

Color Palette Examples:

Premade palettes I found that could be referred to for reference.



Navigation Inspiration:

<https://harriorrihar.myportfolio.com/>

HOH

CONTACT

DRAW

Home

Guizhou

Angel Stanich 2

Hadouken

Trip

Caramanchada

Angel Stanich

Artxe

Bunker

Beijing

Ollumarh

Musketaquid

Focaperro

Ultravioleta

Espeleólogo

1000

Film Test

Angel Stanich (3)

Almanaque



Home



Guizhou



Angel Stanich 2



Hadouken



Trip



Caramanchada



Home page with either the sidebar navigation or the image navigation. Not both.