

Creative Brief

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Project Title: Types of Bears (Ursids)

https://en.wikipedia.org/wiki/List_of_ursids

1. Project Overview

The goal of my website is to provide basic information on each species of bear, while additionally emphasizing conservation concerns. Each bear will be given a unique personality and distinguishing facts to characterize the bear appealingly, thus leading the reader to be more involved in the conservation cause.

2. Resources

I will source most of my information from the "List of Ursids" Wikipedia page, as well as the more detailed pages on each species of bear within this list. I will create original supporting illustrations for each species of bear, and source other imagery online. Additional information regarding conservation and recent events will be sourced from IUCN and similar organizations.

3. Audience

This site will host visitors of all ages and levels of knowledge, so I will make the level of reading and structure of information understandable for a wide audience of various backgrounds.

4. Message

With the information on this site, I want to dissolve any negative feelings towards bears that might be held because of their scary presentation in the media, by highlighting their adorable appeal and importance to the environment. I will also aim to emphasize the importance of conservation, especially with the species most threatened today.

5. Tone

The tone of this site will be welcoming and friendly to all, with soft, sweet illustrations of the animals and their habitat. The purpose of this site is to highlight the beauty of nature and the animals that inhabit it.

6. Visual Style

The palette of this site will be soft, natural colors such as greens, blues, and browns. I will also aim for a slight vintage feel that might remind viewers of design for the national parks and similar nature-focused media. Overall, I want the site to present as friendly and natural.

Moodboard:

