CREATIVE BRIEF

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7/11/2018

Project Title: Apollo 11

1. Project Overview

   The goal of this microsite is to simply be an informational site. It should briefly discuss what the Apollo 11 mission was, who was it's crew, and a timeline of events.

2. Resources

   All of the information regarding this mission is available at https://en.wikipedia.org/wiki/Apollo_11 which includes a multitude of pictures to use as well.

3. Audience

   The audience for this project will be our classmates, Professors Fawcett, Professor Siemsen, and visitors of my portfolio.

4. Message

   The focus of this site should be highlighting this groundbreaking moment in our history. Because this mission was the first to actually put people on the moon, this microsite should clearly express the legacy of this mission, or more clearly, why this mission was important.
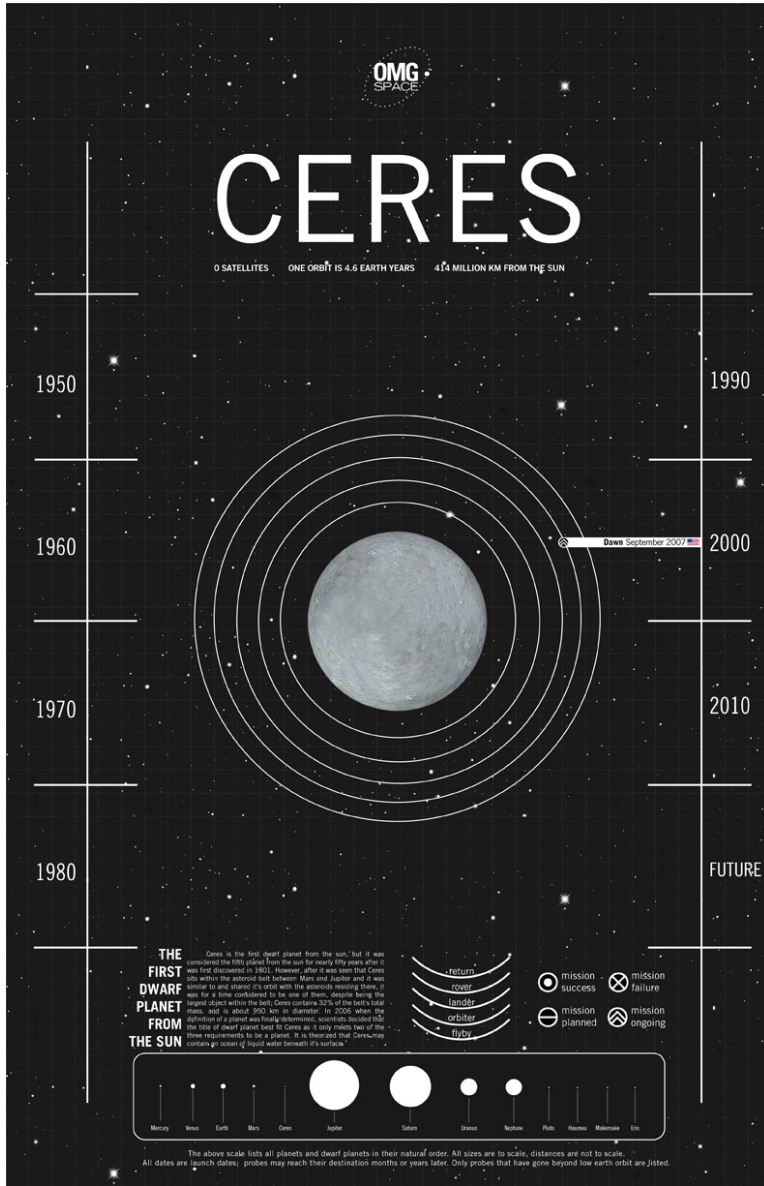
5. Tone

   The overall tone of this project should aim for a sort of serious tone and direct tone, since much of the information on the site is data and facts. However, you can also consider creating a sense of wonder and excitement through visuals and section headers that you think would be appealing to an audience of college age students.

6. Visual Style

   The visual style of this microsite should be extremely clean. I'm thinking since this is about space, many of the elements should most likely be floating on the page in a way that could be interpreted as "space". Color palette isn't just limited to black & white, you can go crazy with this, but in the end it should still kind of reflect the idea of space, if not quite literally.

Can offer a more bit of information both visual and contextual. However, I would try to stay away from the modular style of design however.

The way this poster is organizing its data is something I would aim to be inspired by. Most notably, the central line of information ranging from the top and bottom and having symmetric elements on both sides. Not everything should be central all the time, but it should be clean and aesthetically pleasing nonetheless.