

Creative Brief

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Project Title: Goblin Sharks Website

Project Overview

This website is meant to showcase Goblin Sharks as a fascinating and unique aquatic creature, despite their disconcerting appearance. It is meant to be mostly scientific in content, with maybe some historical details.

Resources

Copy, along with some images (though there might be more exciting ones elsewhere) can be found at https://en.wikipedia.org/wiki/Goblin_shark and <https://ocean.si.edu/ocean-life/sharks-rays/goblin-shark>.

Audience

I'm thinking of this site as being educational but, like a museum, not necessarily catering to any specific age group. I'd like all the information on the site to be easily understandable by a child of 11 or so, but don't include anything that feels overly obvious.

Message

The message of the website is mainly just that goblin sharks are a unique and interesting part of the deep-sea ecosystem and represent the mysterious wonders of the ocean. Try to convince the audience of this even if they are out off any the shark's appearance at first if possible.

Tone

The tone of the website should be somewhat enigmatic and not overly mechanical. I want to suggest the mystery of the deep sea environment and the feeling of being submerged.

Visual Style

The visual style of the website should reflect the scientific content of the website but could also be playful, I'm imagining some eye-catching display typefaces maybe.