Cameron Thompson

Creative Brief

Project Title: Climate Change Website

1. Project overview
The goal of my website is to be informational and transparent. I want to not take a stance on climate change, but rather provide factual, unbiased information.

2. Resources
Copy is available at https://en.wikipedia.org/wiki/Climate_change There are photographs available on the Wikipedia site that I will probably use, and also on the NASA website https://climate.nasa.gov/effects/ (for more aesthetic photos) and on this site https://www.cbsnews.com/pictures/climate-change-photos/6/

3. Audience
This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio, so instructors and employers will see it. Mostly creative professionals will see it, and probably not scientists even though it is about climate change. Children probably will not see it, but a wide age-range of adults will.

4. Message
I would like for people to take climate change seriously by presenting factual information. I also want to keep audiences engaged by having interesting, eye-catching visuals. I will put less graphs and things like that because my audience will probably be mostly designers who have common knowledge about climate change, but not scientific knowledge. Overall, I want my viewers to leave my site feeling informed, but not overwhelmed.

5. Tone
I think the tone should be very professional so the topic is taken seriously, but not preachy or overly-scientific.

6. Visual Style
I want to use high-definition, eye-catching images of the natural environment, or maybe even people who are affected by climate change. For the "Society" section, I will have people protesting climate change. I like the NASA site a lot (https://climate.nasa.gov/effects/) and I like the beginning of this NY Times site as an initial page for my site before I get into the real site: https://www.nytimes.com/2022/11/08/world/climate-change-global-photos.html . I am thinking possibly a dark background and white text, like the NASA site.