

Creative Brief

Meera Bharat

3/28/2023

Project Title: Saturn Website

1. Project Overview

The goal of this website is to inform viewers about the planet Saturn, everything from the most common, popular facts to the scientific details and complexities. The website will also show how people's perceptions and observations of the planet Saturn have changed and evolved throughout history.

2. Resources

Copy is available at <https://en.wikipedia.org/wiki/Saturn#Observation>. Any photographs/drawings will be found on Google Images and Adobe Stock.

3. Audience

This site will be viewed by my peers and my professor. It is purely informational and will not be promoted commercially in any way. This may also be part of my portfolio. My audience will be anyone who is curious about learning about the planet Saturn.

4. Message

I will focus on primarily the scientific qualities of the planet Saturn. I will also touch on how different scientists, philosophers, and cultures around the world have viewed it throughout time.

5. Tone

I feel as though the tone of this site should be informational, so it probably has a minimalist aesthetic. However, I also want it to be fun and engaging, through cute icons for navigation and visuals. I want the user to feel like they are exploring!

6. Visual Style

I will probably use black to depict the feeling of being in "space", and white to contrast the black, for text sections. I will also use a range of yellow/beige/brown hues since those are the colors of Saturn. There may be other bright colors here and there to give the site more of a pop of color. For typography, I'm thinking of a bold, sci-fi display typeface for the headings, and a more, standard readable font for smaller text. Here are a few images for inspiration for the visual style:

