

Creative Brief

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1. Project Overview

The goal of the website is primarily informational. It will explore the life cycle, migration, and conservation of Monarch butterflies, aiming to educate visitors on their ecological importance and inspire protection efforts.

2. Resources

The Wikipedia page I will be referencing can be found here:

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

I also plan on using images and resources from National Geographic.

3. Audience

This microsite is designed for a general audience with an interest in nature, sustainability, and science. It will also serve as a portfolio piece since instructors will be reviewing it. The tone and layout should remain accessible for a wide range of viewers, from middle-school-aged students onwards.

4. Message

I want to emphasize how a seemingly small and delicate insect has a profound impact on the surrounding ecosystem. Their journey through metamorphosis and migration is extremely difficult. I hope viewers will recognize the impact of Monarch butterflies, gain a newfound respect for the insect, and participate in conservation efforts.

5. Tone

The tone should be educational and inspiring. I want to convey the intricate processes of nature and the importance of protecting it. The writing and visuals should feel approachable so they can be used for public awareness and educational purposes.

6. Visual style

I want the visual to be light, organic, natural, and have florals. I want there to be light animations so the page scrolls smoothly. It should feel slightly like a field journal with images, labeled diagrams, and illustrations.

