Creative Brief

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Project Title: Snow Leopard Website

1. **Project overview**

   My goal of the website is to be generally informative about Snow Leopards, but also to stress the importance of conservation and the steps that need to be taken to protect them. I think Snow Leopards are super cool and I was just learning about how new Ai technology can be used to track them and help scientists come up with improved ways to protect them.

2. **Resources**

   Copy is available at https://en.wikipedia.org/wiki/Snow_leopard, as well as some photography. There are cool images on Google images as well as WWF website.

3. **Audience**

   This site is meant to inform and motivate. This site will be tailored for instructors and prospective employers to see.

4. **Message**

   I want to focus on the beauty of snow leopards, their importance in the ecology of the Himalayas, the threats they face, and the techniques and policies that can be implemented to protect them.

5. **Tone**

   The tone should be moving and sentimental. The site should convey a grave tone about the importance of protecting this species while also celebrating their beauty and strength.

6. **Visual Style**

   I want the visual style to be sleek and cohesive with compelling photos of Snow Leopards and beautiful photos of the Himalayas. I want the home page to be a large image of a snow leopard with a sleek navigation bar on top of the image with links that respond as you hover over them. Overlaid over the first image should be a quick quote or

a statement about the vulnerability of snow leopards. The color scheme should be minimal as snow leopards and their environment is primarily black and white. The website could be accented with another color like blue or green yet keep it primarily simple and clean. Reference professional rock climber, Alex Honnold's website for inspiration, as I really admire the clean and compelling look of his site: http://www.alexhonnold.com/ I really like how the images are full bleed and scroll into each other while paired with simple quotes. Likely would look good with a sans serif typeface. Here are a couple of images that I feel would look good with the website.