

Creative Brief

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Project Title: Integratron Microsite

1. Project Overview

The goal of this site is to promote the Integratron as a place for UFO-seekers to congregate and have out-of-this-world experiences. Also, I want it to act as a repository of general information about the space.

2. Resources

Copy is available at en.wikipedia.org/wiki/Integratron. Additional images and supplementary copy can be found at www.integratron.com/.

3. Audience

The audience for this site will pretty much just be my professors and classmates who will see this site during final review. Generally the audience therefore will be both male and female middle-aged adults.

4. Message

I want this site to leave the viewer feeling how weird and wonderful the Integratron and UFO-chasers are, and with a sense of curiosity about similar hidden parts of the world. Aside from its purpose, the building is also a beautiful piece of architecture, so I would want the site to showcase the power of amazing architecture and design.

5. Tone

I don't want the site to take itself too seriously. It should be informational and show an excitement for the information it shares, but it shouldn't be creepy or overzealous (which is probably easy to do when it comes to people who believe in UFOs.) I want to convey the mystery and weirdness of Integratron without making fun of it and without scaring the viewer away.

6. Visual Style

I've attached some reference links for inspiration for the visual style. I think it would be interesting to make it look futuristic and have strong influences from technology and space-age stuff. For example, the Google SPAN conferences always have beautiful sites that feel techy and science-focused while still feeling lighthearted and fun. Also, I want it to be very colorful, graphic, and eye-catching.

Google Span: design.google/span-2016-la/

Chicago Art Book Fair: cabf.no-coast.org/2017/

Innovation is Hard: innovation.zeusjones.com/