

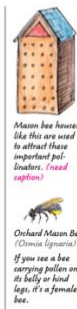
Creative Brief

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Project Title: Frogs Website

1. Project Overview: The goal of this project is to create an informational site about frogs but to present the content in a fun and visually aesthetic display that makes reading this information more fun than a science textbook.
2. Resources: <https://en.wikipedia.org/wiki/Frog> and various other photos via google images.
3. Audience: This will be part of my portfolio so my instructors and potential employers will see it.
Demographically, I'd like this to be a website geared for ages 7th grade up, and particularly appealing more towards Gen Z.
4. Message: I'd like to focus on the different facets of a frog such as their lifestyle, habitat, and evolution. If someone was to view my website they'd come away from with at least 3 new unique facts about these animals.
5. Tone: My website will be educational and upbeat, getting you excited to learn about frogs.
6. Visual Style: I want my website to be reflective of the habitats that frogs live in so I am thinking about using a lot of earth tones and greens. I'm thinking about having different elements such as trees, leaves, or ponds throughout to sort of place the viewer in the perspective of a frog.



This page I feel like brings in elements related to bees throughout the page.

<https://neal.fun/deep-sea/> is more interactive but I think is really cool because it sets up the website as the habitat for the animals shown.