

Creative Brief

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Project Title: The Solar System (and beyond)

1. Project Overview

The goal of my project is to provide general information about the solar system as a whole unit, but also specific information on each planet. I currently plan for each planet to have its own page, where the focus will solely be on that planet. As you move through the pages of planets, I hope it will be similar to moving through the solar system.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Solar_System#, as well as some photos. There are lots of available photos on Google Images too.

3. Audience

This is an informational site and will not be promoted in any commercial way. My class instructors will view it as well as, potentially, a few of my classmates. Demographics could range widely, but it is unlikely children or people higher than retirement age will view this.

4. Message

I would like to focus on communicating information about the solar system in an engaging, easy-to-read way. I want to communicate the interesting nature of our solar system, and emphasize the fact that a person does not need to have a background in science to understand its complexities.

5. Tone

The tone should be informational, but "light" and fun. I want to keep users engaged and curious about the information being conveyed. I would like to include both the important, basic information and more fun/"did you know?" facts surrounding the different planets/overall system. Overall, I would like it to have a more casual feeling, as if the user is being taught the information by a friend, not a professor.

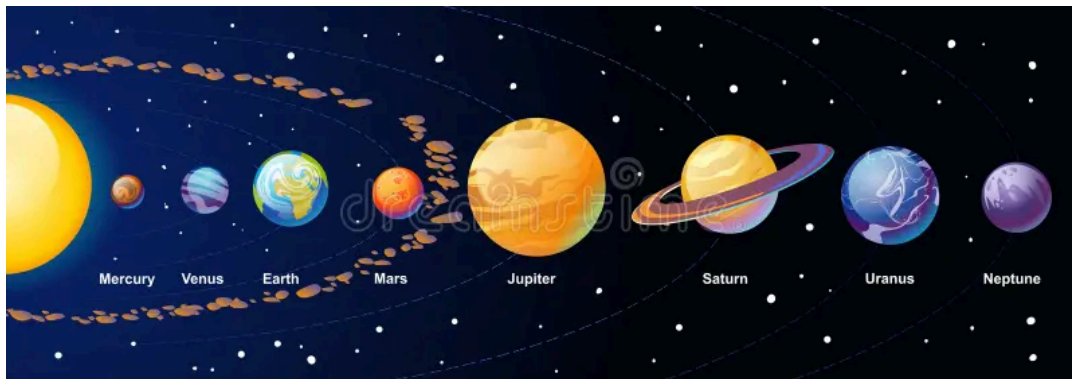
6. Visual Style

While this may change with lofi prototyping, I currently would like the pages to mimic the solar system/space. The background colour could be a gradient blue/black mix of colours that convey a sense of space. This colour gradient could slightly change across pages, as the

user moves deeper into the solar system (and further from the sun). For each planet's individual page, that planet should be the main focus. This means the colours and aesthetic of that planet should be central to that page's style (against the backdrop of space). Planet characteristics should be conveyed both through the written text, but also through the visual choices.

To keep users engaged, I think it may be fun to have an icon (like a rocket or spaceship) that travels with them across the pages, discovering each planet/topic at the same time as the user. For example, this icon would appear at different locations on each page, conveying the idea of traveling through the solar system. The overall visual style should feel cohesive and representative of space.

Here is an image of the different planets and solar system. As you can see, the planets vary greatly in colour/characteristics, and this will impact the overall focal scheme of their page.



For example, in the above image we can see how the background gradient transitions from blue to black which would be represented in the background colour for each page (starting blue → black as we move through the pages). The different colour scheme of each planet would then impact the finer details and focus points on each planet's page. For example, the page for Mars would have more reds/oranges while the page for Neptune would have more purples.

Here is another image showing the potential background gradient and different planets (I think I prefer the above blue → black gradient, but it may be good to test out different colours):



Here is another image showing the different characteristics of each planet. These would influence the style of that planet's page.

