

# Creative Brief

Leah Fontenot  
10/31/2023

## Project Title: Time Website

I want to build a multi-page site with typical navigation across the top. I might go wild with it though and put the navigation elsewhere like across the bottom. I think there is a lot of content I can draw from such as the history of time and additional concepts such as the speed of time relative to its distance from a blackhole. Images might be difficult to diversify, but I'm sure its doable.

1. **Project Overview** - The goal of my website is to be generally informational, but to foster awe and interest in the fascinating phenomenon of time.
2. **Resources** - Copy is available at <https://en.wikipedia.org/wiki/Time>, as well as some photos. There are also many images available on Google.
3. **Audience** - "This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age."
4. **Message** - I'd like to focus on how cool time is (if thinking too deeply about it doesn't send you into an existential crisis that is).
5. **Tone** - The tone will probably heavily lean on how interesting I currently find the concept of time though I might try to neutralize such a tone.
6. **Visual Style** - I want to make it as mystical as possible; think "hourglass" and "sands of time." I will probably use lots of gold, white, maybe brown, and I will also try to incorporate the simultaneously reflective and see-through glass of an hourglass (or clock). Big dreams. If I include a page on clocks," it might be more black and white.

Here are a couple of jpegs for inspiration/ideas.

