

Creative Brief

Nina Crosby
11/19/2016

Project Title: NASA Website

1. Project overview

The goal of this NASA website is to archive of NASA's history and present information on where the NASA organization stands currently.

2. Resources

Some information is available at <https://en.wikipedia.org/wiki/NASA> , where you can find informational details as well as some photography. <https://www.nasa.gov/topics/history/index.html> is also another good resource for information and pretty high res images.

3. Audience

"This is a strictly informational site. It 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." If the site were to go public it, envisioned audience is people interested in history and NASA.

4. Message

I'd like for the focus to be about half history of NASA and half about NASA now, a balance.

5. Tone

The tone should be historical archive style and "hopefully futuristic". NASA has a lot history behind it but a lot of active programs going on too. The tone should reflect both sides.

6. Visual Style

- a) modern black and white with color popping through the images or creative space details
- b) Galactic and futuristic theme that is fun and very visually engaging but not tacky or overwhelming that it distracts from the information and pictures, because that is the focus of the site.

Here are some sites to get your creative juices going!



OCT 10 - 12, 2017
PIER 70, SAN FRANCISCO, CA

GET TICKETS

CONTACT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam vel placerat lorem, et lacinia sapien. Sed

01
02
03
04
05
06
07

CONTACT INFORMATION

molly_paradise
+38(050)000-00-00
mollyparadise@gmail.com
Working time at 09:00am - 06:00pm

Social media



SEND ONLINE APPLICATION

Your name

Your email

Your message...

Send