

# Creative Brief

Megan Guo  
10/31/2023

## Project Title: Deep Sea Fish Microsite

### 1. Project Overview

The goal of this website is to provide information on deep sea fish in an interesting and engaging way. It should be similar to the informational pages on zoo websites, but perhaps less explicitly directed towards kids.

### 2. Resources

The information is found here: [https://en.wikipedia.org/wiki/Deep-sea\\_fish](https://en.wikipedia.org/wiki/Deep-sea_fish)  
Images should be fairly easy to find on Google or on the source page, although some original images may be required for diagrammatical and decorative elements.

### 3. Audience

Practically speaking, this page will only be viewed by my instructors and my peers. However, from a design perspective, it should appeal primarily to teenagers and adults who are curious about wildlife and looking to learn some interesting facts. The deep sea fish imagery may not be suited to younger children.

### 4. Message

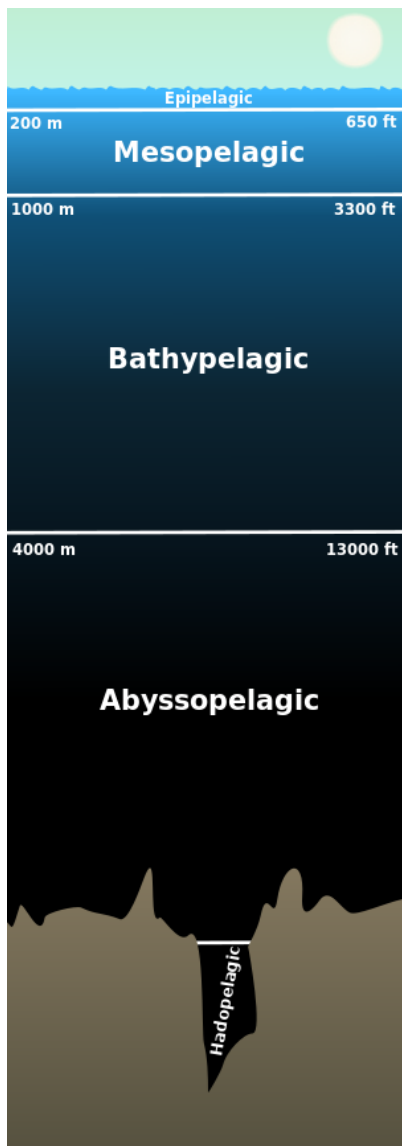
The core message is to showcase the cool and fascinating aspect of these fish, not just the terrifying appearances they're known for. There's an inherent appeal in the horror aspect, but these fish also possess unique adaptations that are interesting to learn about. In short, this site aims to communicate the multifaceted nature of deep sea fish.

### 5. Tone

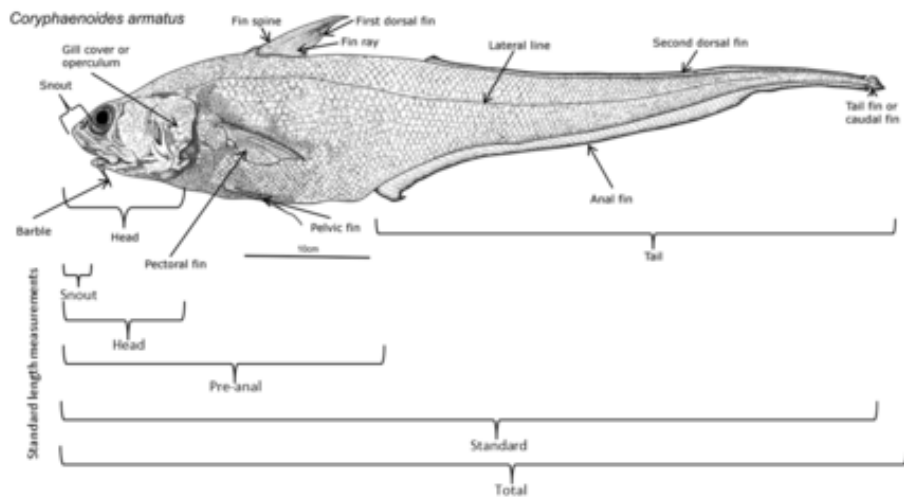
The tone should be dark and somewhat enigmatic. There should be an idea of things slowly revealing themselves in the dark, or perhaps even drifting out of site. Definitely a touch of horror as well.

### 6. Visual Style

There should definitely be a sense of darkness, depth, and pressure. Lots of dark colors, probably black, with images that have reduced/monochromatic colors. It should feel somewhat contemporary (going back to the zoo reference) and interactive. I would love to include intentional bright spots of color where attention should be directed, or even beams/spots of light to mimic the lanternfish.

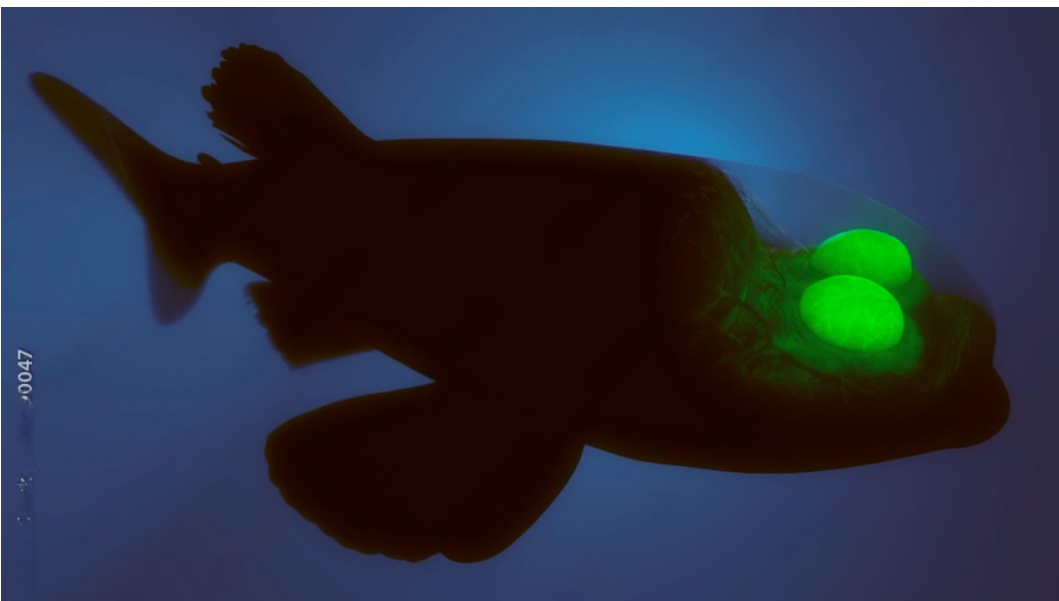


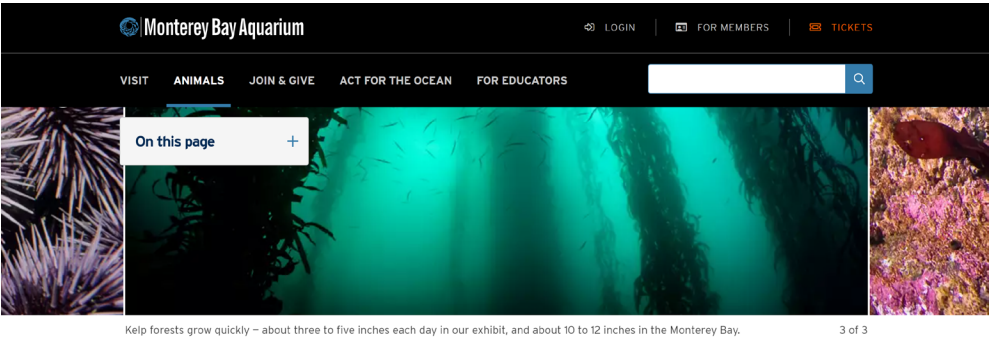
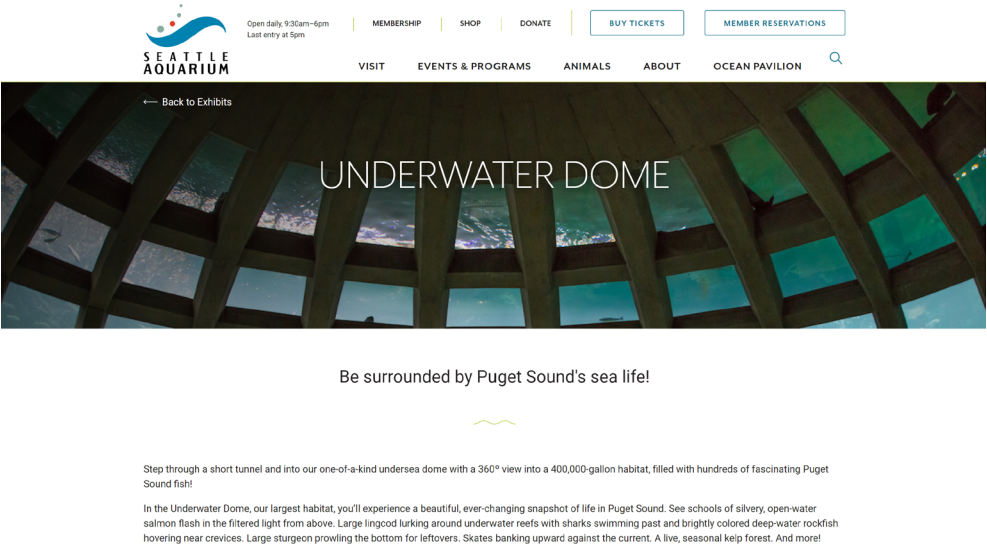
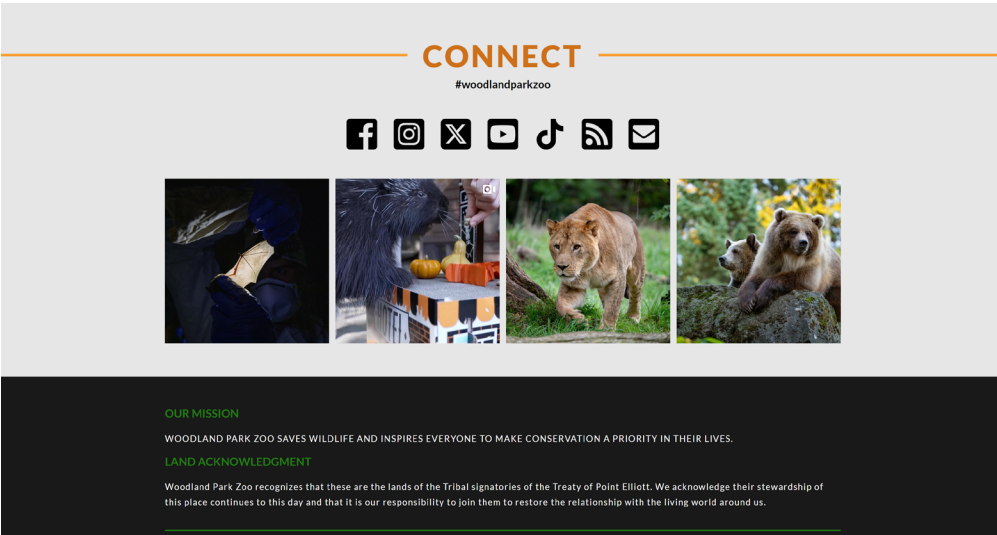
Depth Diagram reference



Fish diagram reference

Aesthetic references





### How this habitat changes

Interactions with other organisms affect where kelp grows. First, kelp must compete with plants and animals for space to settle and grow. Then, as it grows toward the surface, kelp competes with nearby plants for light. At all stages of its life, kelp must survive being grazed by sea urchins, abalones, other invertebrates and some fishes.

#### Seasonal storms

Like trees on land, kelp forests change with the seasons. In winter, storm waves and wind can tear and rip kelp fronds and uproot entire plants from the rocky seafloor, leaving a bedraggled and less dense canopy.