Creative Brief

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Project Title: Snakes

1. Project overview
   The goal of my website is to be generally informational about snakes, though remove the stigma around them and perhaps convince them that they make good pets

2. Resources
   a. Wikipedia (https://en.wikipedia.org/wiki/Snake)
   b. https://reptifiles.com/
   c. https://www.reddit.com/r/snakes/

3. Audience
   While informative, I don't see it as professional. I want it to friendly for all ages and easy to understand for beginners. I would like to have some fun with it, probably by experimenting with design and wording

4. Message
   My message would be that snakes shouldn't be stigmatized the way they are now and that reading some info about them will make the audience feel safer and more neutral around them. I also want to show the audience why they would make great pets, but also how to care for them properly.

5. Tone
   Friendly and playful. Snakes already have a scary/horror reputation, so it would be to counter that (I do want a "dark" theme for the website though). However, information should be presented clearly and accurately.

6. My first theme choice is a dark theme with bright neon colors—so like a blackish background with bright red, bright orange, bright yellow, bright green, and white for contrast. Kind of like "glow in the dark" theme. It's playful and eye-catching.

My second choice is to go for a pastel nature theme, with the same colors as the first theme (red, orange, yellow and green) but less saturated and lighter. Pet snakes can relieve their owners' stress and are low maintenance, so this gives the feeling of calmness and nurture.