Creative Brief

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Project Title: Aurora

1. **Project overview**
   The goal of the page is to show aurora visually but also inform different facts/information about aurora that the people might not be familiar with.

2. **Resources**
   Copy is available at https://en.wikipedia.org/wiki/Aurora, as well as some photography. There are a lot of other photographs available on Google Images as well.

3. **Audience**
   This is website is informational site, yet the site can have some commercials only that are related to aurora. The demographic information could be all across the board, and the audience will also include children, and even people of higher than retirement age who might want to travel and know more about aurora.

4. **Message**
   I want to focus on the variation of aurora depends on the form, colors, and within the time.

5. **Tone**
   The tone of the text here would be informative and playful, yet through the webpage, I want to bring a sense of awe and wonder what it actually would be like to see an aurora in the real time.

6. **Visual Style**
   I have two different ways of the style that came up to my mind- 1. Focusing more on the information rather than the visual of the aurora or 2. Highlighting the visual imagery and the information becomes like a caption form.

   These are some following visual examples that hopefully be more helpful!

1. Information>visual image

2. Information<visual image