

Content Brief

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Project Title: An Incomplete List of Unusual Deaths

1. Project Overview

- a. The goal of this project is to be both fun and informational. It will present a list of weird deaths in different time periods: antiquity, the middle ages, the renaissance, and the 19th and 20th centuries.

2. Resources

- a. All copy comes from https://en.wikipedia.org/wiki/List_of_unusual_deaths. Images will be hand-drawn.

3. Audience

- a. This site is strictly informational and won't be promoted commercially. It will be part of my Interaction Foundations portfolio and will be viewed by my instructors. In the future, it may also be viewed by potential employers. Demographic information may vary, but I estimate it will mostly be viewed by younger people (students). The nature of the content leads me to believe it probably won't be viewed by young children or the elderly.

4. Message

- a. There isn't necessarily a super deep meaning to this website, but it will be an informational source of wacky history. It will showcase the strange, macabre, and dark endings of people from all throughout time.

5. Tone

- a. The tone will be removed (because the content has the potential to be scary.) I don't want the site to feel like a eulogy; I want the sort of lofty but sarcastic indifference of an animated TEDtalk.

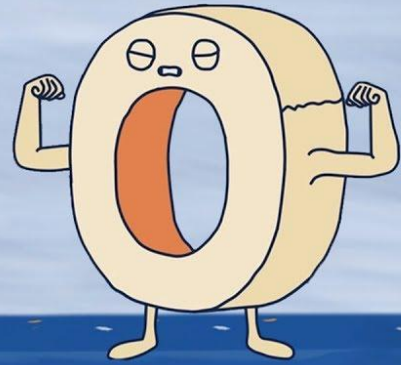
6. Visual Style

- a. I'm thinking the style will be doodley and hand-drawn. I want to draw all of the images myself and maybe even some of the text. All imagery will be simple and the color scheme will be dark with high-contrast lettering (either white or light grey.) In terms of hierarchical organization, I want the page to be very bare and the elements to be scattered around like bubbles of info. There are inspiration images on the next page.

Which is stronger:



GLUE
or
TAPE?



SALEM
WITCH
TRIALS



(but less color)