CREATIVE BRIEF
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PROJECT TITLE: Herping

(Herping is the act of searching for amphibians or reptiles)

1. Project overview
   a. I want the site to be informational, and to give encouragement and advice to people who are interested in herping or want to try to become herpetologists.
2. Resources
   a. Copy is available at https://en.wikipedia.org/wiki/Herping. You can also go on google images to find photographs of amphibeans/reptiles, or of famous herpetologists (like Steve Irwin). There are some photographs available on the Wikipedia page, but them seem to be a little low res.
   b. https://www.nationalgeographic.com/animals/reptiles/group/snakes/
      i. Some very nice photos of snakes!
3. Audience
   a. It is not a commercial site, so the audience in theory would just be people interesting in herping, or herpetologists (both amateurs and professionals). In reality, the only people who will see this site are probably us and our instructors.
4. Message
   a. I want the message to be encouraging of people looking to try herping/are interested in knowing more about it, and to give advice and tips on how to ethically and safely do that.
5. Tone
   a. The tone should be lighthearted and accessible. I am not looking for this website to be too serious, I want people to feel like herping is a fun and educational activity that they could get into as well.
6. Visual Style
   a. I think it might be nice to have a brighter color scheme, probably with a focus on cool colors, or colors often associated with reptiles/amphibians (greens, blues, yellows). I want things to be readably and maybe a little sleek, but still fun.
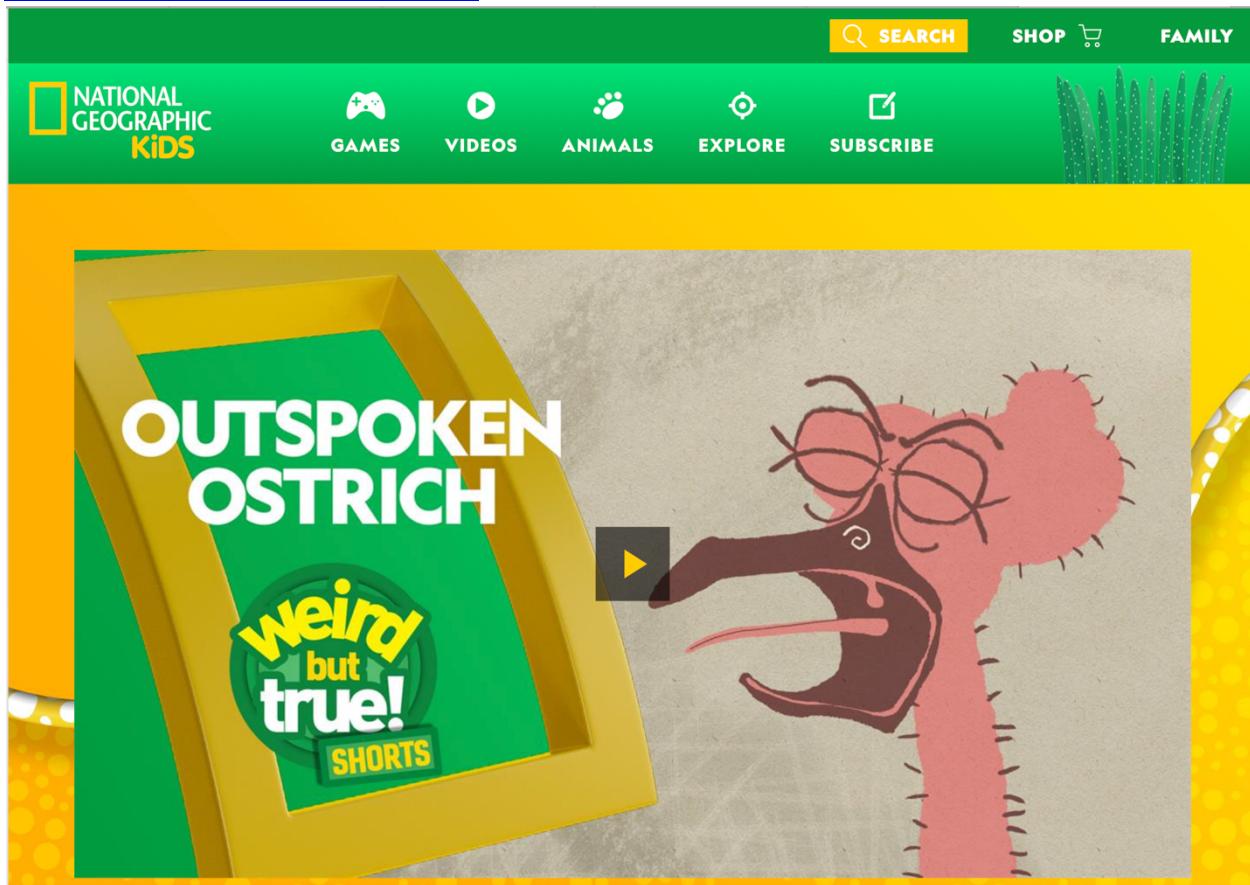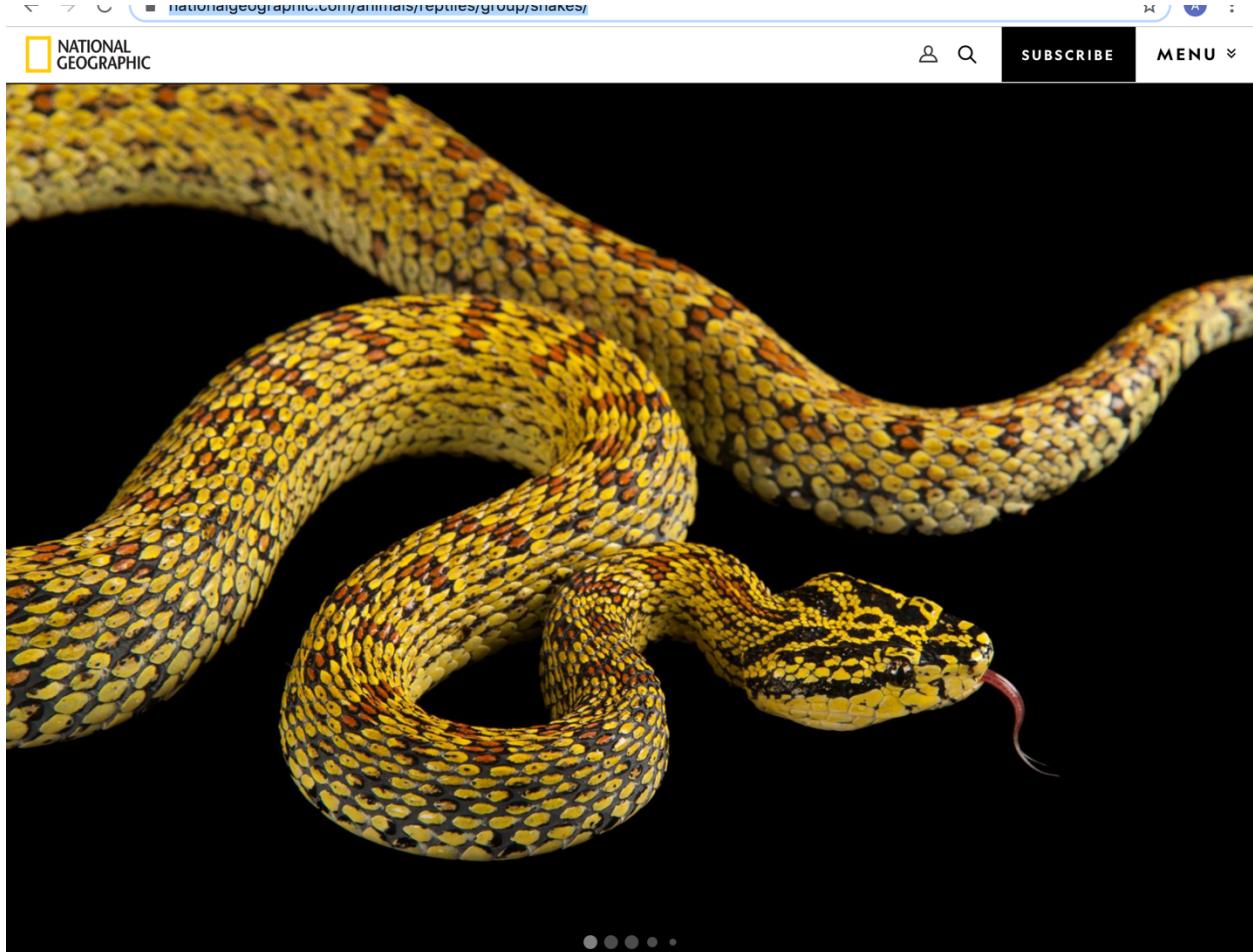
https://kids.nationalgeographic.com
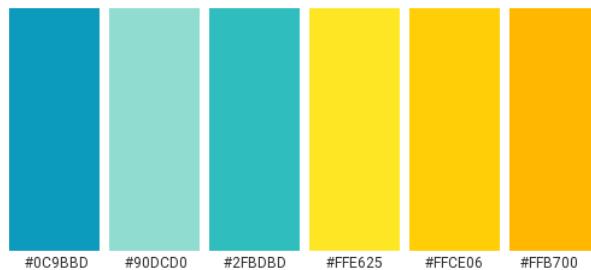
(this website also has some very nice photos you can use)

perhaps the website would be a mix of the two examples above? More serious than nat geo kids but more fun/colorful than nat geographic. I like the idea of a bar at the top that lets you navigate to different web pages, and I like the large photographs and videos. The different web pages could be the different sections that I have in my outline. Also, if you have any ideas about how to organize the content/navigation of webpages I would be open to that as well, I am not super married to any one idea.

#0C9BBD   #90DCD0   #2FBDBD   #FFE625   #FFCE06   #FFB700

some color scheme ideas   Blue-green Color Scheme - by SchemeColor.com

Color Palettes