

Creative Brief

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Project Title: Human Genome Project Website

1) Project Overview

The goal of this website is to simplify the objectives and goals of this important scientific study to help lay populations understand and be captivated by its significance. The website should explore the HGP in all its complexity, but still be accessible to non-scientific people who want to learn a bit about the project without feeling overwhelmed.

2) Resources

Copy and background information is available at

https://en.wikipedia.org/wiki/Human_Genome_Project. There are a lot of really cool images of what the genome looks like on Google Images that would promote interest and excitement in the topic (examples located under visual style section).

3) Audience

The audience is people who don't know much about genetics, and want to learn more in an approachable way. The site is informational, not commercial. Most people accessing the site are likely students or adults who want to learn a bit more about this research. It is unlikely that the demographic will be young children or adults over the age of 65. I plan to include this website in my portfolio, which means employers and professors are likely to see it. Thus, it shouldn't dive too excessively deep into the science— it should be broad enough to give a good taste of the general science, but also focus on the ethics, funding, and goals.

4) Message

The goal is to showcase how unique, groundbreaking, and formative this study was. The message should focus on the impact of this massive study on the field of genetics. It should show how a study of this extent had never been done before, and how it laid the foundation for studies to come. I would like for the website to highlight the immense resources the US government poured into this 13-year undertaking.

5) Tone

The tone should be educational, but also appreciative/reverent/respectful/admiring of this project and its effects on the field of genetics. I hope to show the immense effort of this project and its tremendous impact, while also discussing challenges and ethical issues the researchers navigated.

6) Visual Style

I'm envisioning a black background with bright pops of neon colors associated with the genome and sequencing. The website should draw upon these natural colorful genetic patterns. The finished website should have a polished, streamlined, yet colorful and attractive look.

The Outline

CULTURE Nov 16

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Caratonicyouths is probably your favorite musician's favorite Instagram account.

POWER Nov 16

POWER Nov 16

POWER Nov 16

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