

Creative Brief

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Project Overview: The goal of this website is to provide information about the Emu War in a more comprehensive, approachable, and digestible way. Ideally, this would mean a more modern and engaging site design approach to draw the audience's attention, rather than traditional websites used for historical events.

Resources: Information about the Emu War is provided here:

https://en.wikipedia.org/wiki/Emu_War

<https://blogs.scientificamerican.com/running-ponies/the-great-emu-war-in-which-some-large-flightless-birds-unwittingly-foiled-the-australian-army/>

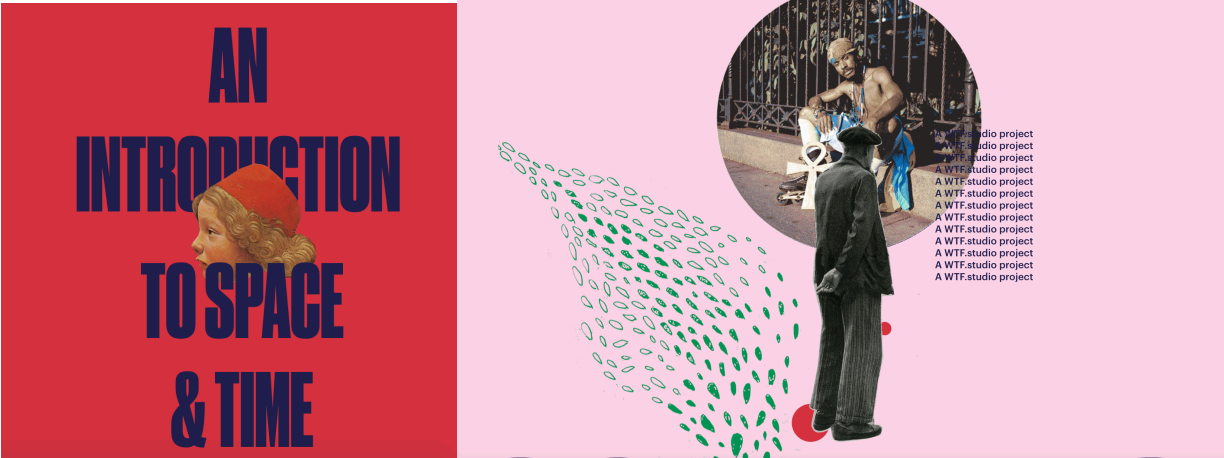
Photographs can be found in these resources, and also through a google search.

Audience: Since the content of the website is historical context, I envision the audience to be curious individuals eager to learn about new interesting topics. This group will mainly consist of students. This is an informational website that won't be promoted commercially.

Message: I want the message to focus on the ethics and environmental impact of the Emu War, and moral solutions to dealing with invasive species.

Tone: The tone of the website should be informational, yet modern, in order to engage users with the topic.

Visual Style: Again, I am hoping this website can tackle a historical event and provide the information in a contemporary style. I love the idea of mixed media and contrasting text sizes, and I think that could be really great way to create visual interest. I've included some style images below.



NU:RO

BUY NOW

DIAMETER: 40^{MM}
THICKNESS: 9.5^{MM}
WEIGHT: 58^G

- WRIST BAND WIDTH: 20MM
- WATER RESISTANCE: 5ATM
- WATCH CASE: 316L STAINLESS STEEL
- MOVEMENT: MIYOTA 2025 / 2 PIECES
- GLASS: SAPPHIRE CRYSTAL
- DIAL: BRASS BASE WITH WHITE ENAMEL COATING
- BATTERY: MAXELL SR626SW SILVER OXIDE / 2 PIECES
- BANDS: BLACK LEATHER, WHITE LEATHER, STEEL MESH
- FUNCTIONS: HOUR/MINUTE DISPLAY
- PRODUCTION: ANTON & IRENE
- DESIGNED BY: ANTON REPPONEN / NEW YORK
- MANUFACTURED IN: HONG KONG



This could be a good way to map a historic timeline.

ANTON & IRENE

Work

ICONS SET



When Adobe reached out to us asking if we would like to create an icon set for Adobe XD that would not only be free for the community, but would also be used in a contest where the winner gets a free trip to Adobe MAX and a year-long subscription to Adobe Creative Cloud, we said sure!