

Creative Brief

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Project Title: Y2K

1. Project overview

The goal of my website is to be general informational, to recount an event that was greatly influential in global history, yet many of us (probably the entire class) have very little information.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Year_2000_problem, as well as some photography. There are a lot of other photographs available on Google Images as well.

4. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

5. Message

I'd like to focus on the actual event of Y2K, instead of its meaning in pop culture or in 2022.

6. Tone

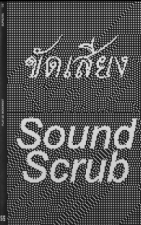
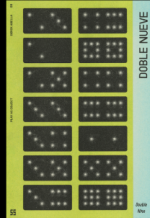
The tone here I think should be experimental and a little bit anti-design. I want to make the site very straight forward, to imitate how elementary the world wide web was then.

8. Visual Style



IDAY! WELCOME! WE WILL BE ONLINE FROM 12PM TO 9PM EST. THANK YOU FOR STOPPING BY OUR

ZINES
& PRINTS
BUNDLES
PLAY
ABOUT
WCART





We don't know what this says...
We just know it's cool!



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The web is what we make it. ...I believe the common prevailing metaphor—the internet as cloud—is problematic. The internet is not one all-encompassing, mysterious, and untouchable thing. (In early patent drawings depicting the internet, it appears as related shapes: a blob, brain, or explosion.) These metaphors obfuscate the reality that the internet is made up of individual nodes: individual computers talking to other individual computers.

— [My website is a shifting house next to a river of knowledge. What could yours be?](#), by Laurel Schwulst

and your go-to response

- What you're excited about

Drag around and type. Please don't erase anyone else's words!

Menu ▾

I am aiming to start my own and produces stories that show so metaphorical scenarios and pr culture.

ent in being productive again.

I want to write a novel i
doesn't even have to be published, co
just want to write something long
and out there as my legacy

i want to b

i want to be mentally stable again

;-;

my dream is to learn how to

Best question: Which 2 people in your life

[Open Your World of Text in another tab](#)

