

# Creative Brief

## 1. Project Overview

The goal of this microsite is to present the phenomenon of bioluminescence — the natural ability of living organisms to produce and emit light — in a visually immersive and educational way. The site will not just describe the science of glowing organisms, but also convey the mystery, beauty, and ecological significance of natural light. It will invite users to explore how life in the deep ocean and on land uses light for survival, communication, and attraction.

## 2. Resources

Primary source material and copy will be adapted from the Wikipedia article on bioluminescence (<https://en.wikipedia.org/wiki/Bioluminescence>). Additional references include National Geographic, NOAA, and scientific photography archives featuring deep-sea creatures and bioluminescent fungi. Visual inspiration will come from nature photography, underwater documentaries, and motion graphics demonstrating light patterns in marine life.

## 3. Audience

This site is informal and I want to include it on my personal website to showcase my design/coding skills. So the target audience is people of all demographic, age and backgrounds who are interested in bioluminescence.

## 4. Message

The central message of the site is that bioluminescence reveals the beauty and creativity of nature at its most mysterious level. The light these organisms produce serves purposes far beyond aesthetics — it's a critical survival tool, a form of communication, and a natural wonder that continues to inspire science and art alike. The site should leave visitors feeling curious and amazed by the complexity and elegance of life beneath the surface.

## 5. Tone

The tone should be mysterious, intriguing, and educational — evoking the experience of entering a dark ocean and discovering glowing life forms. It should feel scientific yet artistic, balancing factual explanation with visual exploration. The writing style will be approachable and descriptive, encouraging users to pause and explore at their own pace.

## 6. Visual Style

The visual aesthetic will be inspired by the glow of deep-sea organisms. The color palette will include deep navy, black, cyan, turquoise, and neon green accents. Typography will use clean sans-serif fonts for body text and glowing or gradient treatments for section headers. Imagery will emphasize organic shapes, transparency, and motion — creating a feeling of life moving in the dark. Animations such as

hover glows, slow fades, and subtle movement will simulate the rhythm of underwater light. The overall style should feel elegant, mysterious, and immersive, much like floating through a glowing ocean.

