

Creative Brief

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Project Title: Snakes in Mythology Website

1. Project Overview

I want to play up snakes' mystical roles in cultures around the world. I'm emphasizing their association with immortality and reincarnation, and generally aiming to make the site feel whimsical and mysterious. I'd like it to be engaging to explore the site.

2. Resources

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

3. Audience

People interested in magic/the occult, astrology, or are attracted to more of an "artistic" site. Probably aimed towards a slightly younger audience overall, maybe teens and young adults.

4. Message

Highlight snakes' beauty, explore their more divine, spiritual, or otherwise culturally-significant associations – emphasizing that something as seemingly mundane or creepy as a snake can have an otherworldly enchanting quality and importance

5. Tone

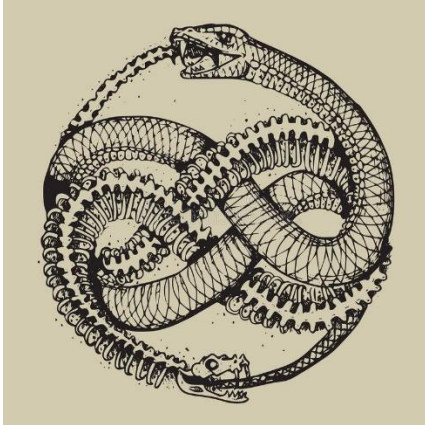
I want the site to feel mysterious (e.g. draws people in through curiosity, wanting to find out what it means), and imbue navigation with a sense of magic and whimsy, make it more engaging.

6. Visual Style

I like the visual style of black background with white details and lineart illustrations (ex. of snakes, representations in mythology, locations on a world map, etc.). Photographs could also fit this aesthetic! I'm also drawing some inspiration from representations of westernized astrology, but don't want to lean too far into this because snakes are inherently a very universal symbol and appear in cultures around the world.

I want the navigation (or the process of uncovering knowledge about snakes) to be fun and more interesting than a radio menu. The landing page could be one big navigation menu – I like it being a circular ouroboros to represent snakes' associations with reincarnation and immortality. The ouroboros could be covered with "stars" that when hovered over reveal a link to take users to a different page adapted to certain information (like "Creation") or become a dropdown menu itself.

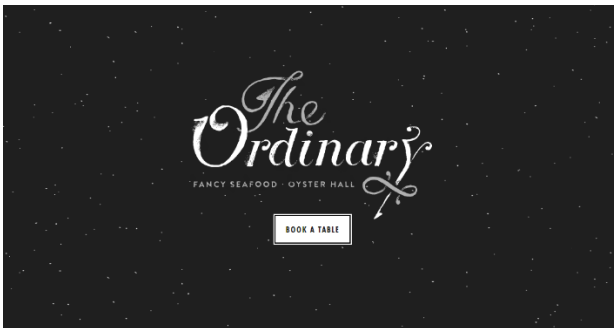
Example Images & Visual Inspiration:



<https://www.dreamstime.com/illustration/snake-eating-its-tail.html>



<https://www.istockphoto.com/vector/ouroboros-icon-detailed-symbol-of-snake-eating-its-own-tail-gm1216213348-354561352> - stylistic inspiration something like this, can put own illustrative flair on it



<https://uxplanet.org/dark-website-design-best-practices-and-examples-in-2019-eb7fcb637fee>