

Creative Brief

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4.2.2019

Project Title: Disappearance of Madeleine McCann

1. Project Overview

The goal of this website is to be a visual guide to the disappearance of Madeline McCann and the on-going investigation surrounding it. I'd like to pair logistical information (times, dates, etc) with visuals to give users a thorough understanding of theories around the disappearance, highlighting how much speculation there is around the original incident.

2. Resources

Copy is available at

[https://en.wikipedia.org/wiki/Disappearance_of_Madeleine_McCann#First_Portuguese_inquiry_\(2007%E2%80%932008\)](https://en.wikipedia.org/wiki/Disappearance_of_Madeleine_McCann#First_Portuguese_inquiry_(2007%E2%80%932008))

Additionally, I plan to use photos from Google and some other imagery from Netflix.

3. Audience

This is not meant for commercial use, but more for information. My instructors and classmates will likely see it, and maybe future employers. I may show it to other peers of mine that have become fascinated with the case after the recent Netflix series was released about it.

4. Message

I'd like to provide a visual aid to understanding the theories around this disappearance, as to better inform users on which theory they think is most probable and likely. This means my site will rely heavily on visuals/photographs.

5. Tone

I want the tone to be eerie and uncertain, highlighting the idyllic environment that this horrific disappearance took place in. However, I don't want it to feel too sensationalizing or light-hearted, so I want the website to feel investigative and serious.

6. Visual Style

I want to mix some of the visuals of the environment of the disappearance (grass, ocean, open landscape) with more standard visuals of a criminal investigation (sans-serif font, minimal color, left aligned, etc). I could see the website venturing further in one of these two directions, but I think a balance between the two could enforce that eerie and unsettling feeling that I'm striving for.

Below are some examples of visual language that could be used as inspiration for this website.





