Creative Brief

Ivy Li
10/28/2024

Project Title: Elisabeth Kubler-Ross Website

1. Project overview

The goal of my project is to introduce people Elisabeth Kubler Ross as a scientist, researcher and also as a woman. The most popular theory she brought up is "the five stages of grief model" so I'll use it as a eye-ball catching topic to draw people's interests and further talk about her contribution to the society and also her interesting research about life and death.

2. Resources

https://en.wikipedia.org/wiki/Elisabeth_K%C3%BCbler-Ross#Healing_center_California
https://en.wikipedia.org/wiki/Five_stages_of_grief
Published books: https://www.simonandschuster.com/authors/Elisabeth-Kubler-Ross/1684485
https://www.britannica.com/biography/Elisabeth-Kubler-Ross

3. Audience

The intended audience probably are people who are interested in and have experienced with life and death, potential religious-related topics and content warning will be provided through out the topics.

4. Message

I feel like it's a little pity that almost everyone knows the five stages of grief but very little people know who and what else this scientist has found and her life as a normal woman. This website is going to be a general introduction for Elisabeth Ross in a more intriguing way.

5. Tone

The overall tone is going to a little dark and sad in order to match with her life-time research topics and also as a memorial website to thanks for her contribution to people's understanding about such heavy topic.

6. Visual Style

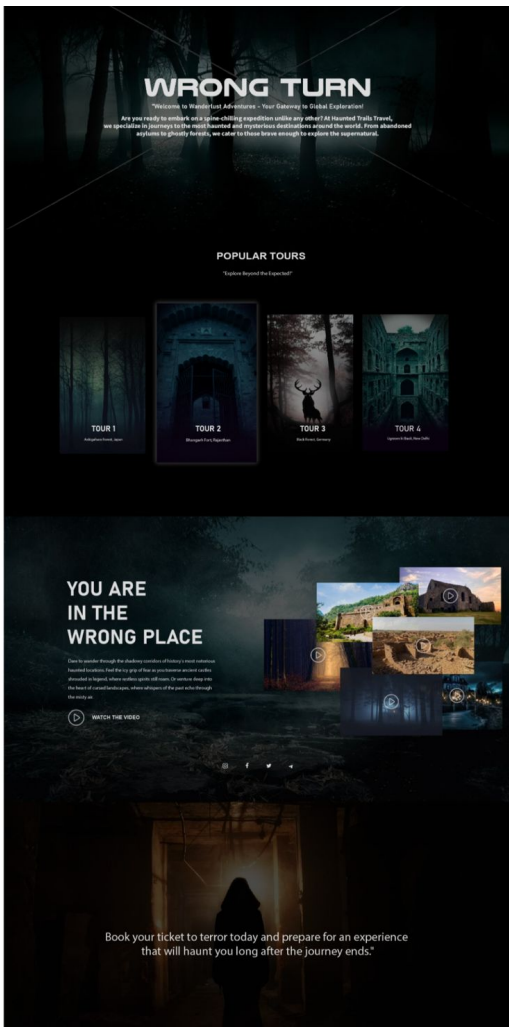I'm planning on using just black and white and probably different values of grey to be the color palettes, some of the visual graphic is indicated below.

I like the layout and grid system here. But the color might be less saturated and less colorful.

Less scary but the layout is good.