

Creative Brief

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Project Title: Animatronics Website

1. Project Overview

The goal of this website is mainly to educate and inform the user about an “animatronic.” It should give solid explanations of the various topics while using graphics and possible embedded videos to enhance the user’s understanding. The first part of the site should focus on the history of the term “animatronic” and what objects/constructions fit this description. This section should end with the current happenings in animatronics, such as ones freshly implemented, and ones that are in the works.

If time allows, the second part of the site should be constricted to teach about the inner workings of animatronics. This section should mainly focus on examples to convey its lesson. By use of schematics, drawings, written explanations and videos, the site should leave the user with an appreciation of the animatronic

2. Resources

This is an ongoing list. As of now, I have discovered

- <https://en.wikipedia.org/wiki/Animatronics>
- <https://entertainment.howstuffworks.com/animatronic.htm>
- <http://www.theatre crafts.com/pages/home/topics/animatronics/>

These are reliable and helpful sources, among others. I have not looked at print sources yet.

3. Audience

This site is intended for those who want to know more about animatronics and their uses. Although I may put this site on my portfolio, the recruiters who look at this site will probably be looking at my application for an engineering position rather than a creative one. Still, the main goal of this site is to inform and educate. The viewers of this site would probably range from high school students through middle-aged adults.

4. Message

Again, I would like this site to inform and educate users about animatronics. When I bring up this topic in conversation with others, I usually get blank looks or a question like “what is animatronics?” Ideally, after they visit this site, they will know about this field.

Since animatronics is at the crossroads between science and art, I expect both design-minded and engineering-minded visitors looking for information. I plan to address this with the first and section parts of the website.

5. Tone

Since animatronics combines engineering with art, I think the tone of this site should be informal most of the time, but playful at others. More specifically, with parts that describe the art process behind the machine, the tone should be loose and show the process, maybe even adding a quote or two if it is uncovered during research.

As stated in the tone section, I expect both science/engineering visitors and design visitors. The parts that contain different types of information should have different tones, but not too far from each other because it should seem like a clean, coherent piece.

6. Visual Style

I would like to include lots of graphics because they are easier to digest than lots of words. I would also like to differentiate different sections from each other. For example, the history section should look different from the inner workings section by use of different backgrounds, colors, or pictures. However, both of these sections should be near white, so the information on the site is able to be seen and understood. There could even be different types of borders to distinguish the sections. Here are some videos and pictures that could be used on the site.

“How it works” Videos:

- https://www.youtube.com/watch?v=jH_HcSeyYpQ
- <https://www.youtube.com/watch?v=5qteMlMAaNM>
- <https://www.youtube.com/watch?v=I-PV4PsRCgo>

“Design side”

- <https://www.youtube.com/watch?v=YmDqViy2HrE>
- https://www.youtube.com/watch?v=D7_U8m9jpJY

Here are some pictures:

https://assets.atlasobscura.com/article_images/34272/image.jpg