

Kelli Gomez

# Creative Brief

Project Title: The Indigo Children

## I. Project Overview

Through this website, I hope to design the layout and content so as to convey the intergalactic spirituality of my material. While the page is going to be saturated with interesting material about the psychic realm, my goal is to make this website as easy to navigate as possible. I plan to do this with establishment of distinct, yet cohesive, themes/patterns that I can use to organize certain information to my liking, while also being able to have control over visual hierarchy.

## II. Resources

- a. [https://en.wikipedia.org/wiki/Indigo\\_children](https://en.wikipedia.org/wiki/Indigo_children)

## III. Audience

My plan is for this website to be educational, but informal. My audience would definitely fall towards young and spiritual. I don't want my site to read as a recruitment site in terms of religiosity—rather just a fun page to learn about star seeds.

## IV. Message

I'm definitely going to focus on the identify of Indigo Children and the spiritual sensibilities behind New Age paganism.

## V. Tone

The tone of the website will most likely be described as ethereal. I will be incorporating neons and contrasting elements to produce a 'spacey' feel to the pages.

## VI. Visual Style

My visual style is going to be very organized and structured, because I want the viewer's experience to feel like going from planet to planet in the solar system.



