

## **Creative Brief**

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### **Project Title: The Zodiac Killer**

#### **1. Project overview**

- a. The goal of my website is to compile information about the Zodiac Killer in order to shed light on the importance and gravity of the recent claims regarding his identity.

#### **2. Resources**

- a. [https://en.wikipedia.org/wiki/Zodiac\\_Killer](https://en.wikipedia.org/wiki/Zodiac_Killer) is going to be the main central point of reference. If there are holes in the plot, there may need to be additional research on specific points (ex: the murder of a certain person)
- b. In addition, there will be several photos that can be found on google images or wikipedia commons.

#### **3. Audience**

- a. This page will not be promoted commercially. My instructors will most likely see it. It will most likely be added to my portfolio, so future employers may view it. Due to the nature of the topic, I do not expect any children to view my site – it would mainly cater to adults. In particular, young adults, who make up a decent amount of true-crime enthusiasts.

#### **4. Message**

- a. This page doesn't have an overarching message; it is more meant to be informational. However, it is extremely important to provide as comprehensive of a view as possible on the information we currently have on the Zodiac Killer.

#### **5. Tone**

- a. The tone I'm trying to achieve is a documentary-style, government-papers-esque kind of impact. I want to keep it more serious, as informational as possible. I don't really want a lot of "cute" styling, nor do I want a lot of movement. This might not be the right phrasing, but I want it to feel like you're in the interrogation room, and you have all this information (that is presented on the site) in front of you.

#### **6. Visual Style**

- a. I want to go black and white; very little color – maybe sepia.
- b. A good amount of overlay in the back – although this isn't a conspiracy theory, think conspiracy-theory-esque features, case files, etc...

Here are some images that we can consider:

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 N 9 + B 0 0 0 D W Y . < K K 7 0  
 B X 0 M + u z 6 W 0 0 + R K 0  
 S 9 9 Δ L J Δ 0 V 0 9 0 + R K 0  
 0 Δ M + 0 L T 0 0 0 F P + P 0 K /  
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 0 0 + K 0 0 0 0 0 0 X G V . 0 L I  
 0 0 0 J 7 0 0 + 0 0 N Y 0 + 0 L Δ  
 0 0 M + 8 + Z R 0 F B 0 Y A 0 0 K  
 - 0 J U V + A J + 0 9 Δ < F B Y -  
 U + R / 0 L E I D Y B 9 8 T M K 0  
 0 < 0 J R J I 0 0 T 0 M + P B F  
 0 0 Δ S Y 0 + N I 0 F B 0 0 0 Δ R  
 J G F N A 7 0 0 0 0 0 0 V 0 L +  
 Y B X 0 0 0 Δ C E > V U Z 0 - +  
 I 0 0 0 B K 0 0 9 A . F M 0 0 0  
 R 0 T + L 0 0 0 0 + F J W B I 0 0  
 + 0 W C 0 0 W 0 P 0 S H T / 0 0 9  
 I F X 0 W < Δ L B 0 Y 0 B - C 0  
 > M D H N 9 K S 0 Z 0 Δ A I K E +

⊕



This is the Zodiac speaking.  
 I am the murderer of the  
 taxi driver over by  
 Washington St + Maple St last  
 night, to prove this here is  
 a blood stained piece of his  
 shirt. I am the same man  
 who did in the people in the  
 youth bay a-a.  
 The S.F. Police could have caught  
 me last night if they had

