

Creative Brief

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Project Title: The Battle of Isandlwana

Project Overview

Generally speaking, violent conflicts have a significant impact on the world, yet many of them aren't well known or even known at all. My goal in this project is to shed some light on an important battle in the Anglo-Zulu War. Not only do I want to inform on the details of the battle, but also the historical implications that it has today.

Resources

The text I will be using can be found at https://en.wikipedia.org/wiki/Battle_of_Isandlwana, in addition to some photographs. I will find more images on google images and Flickr.

Audience

I'm building this site to house specific historical information, so I expect my audience to be anyone except for young children. However, I would still like to make my website accessible to young people.

Message

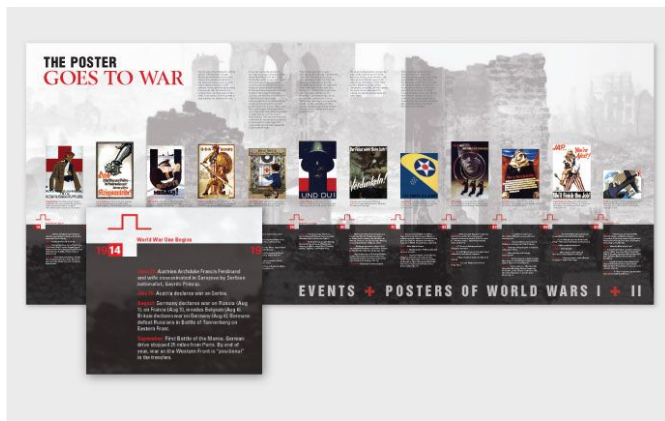
I plan on having my message focus on how the Zulu forces won this battle. This battle would prove to be one of the last examples of a large indigenous army defeating a western army. While my website will certainly describe the "what," I would like my message to push the "how."

Tone

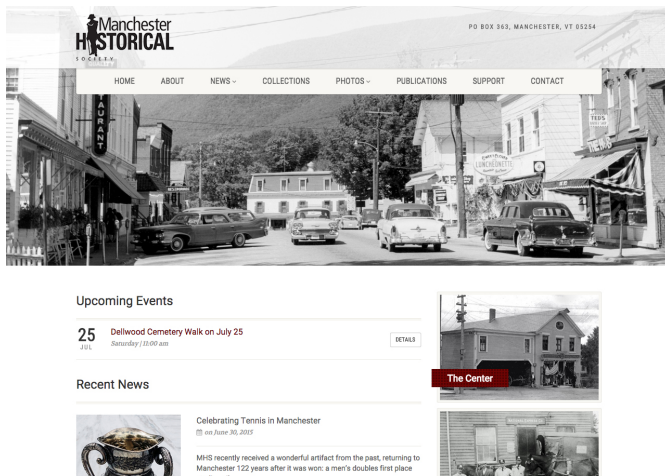
I want my website to feel like its a slice out of a history museum. In addition, I would like to push motifs of desperation, drama, and overall cinematography. I want to give an idea of what the British felt when they realized they were in trouble.

Visual Style

I'm going to steer clear of a modern, graphic style for this website. Instead, I want it to emphasize the historical photos, and overall look like it could be at a museum. I want to use color, but very selectively, and give my website a very clean and consistent finish.



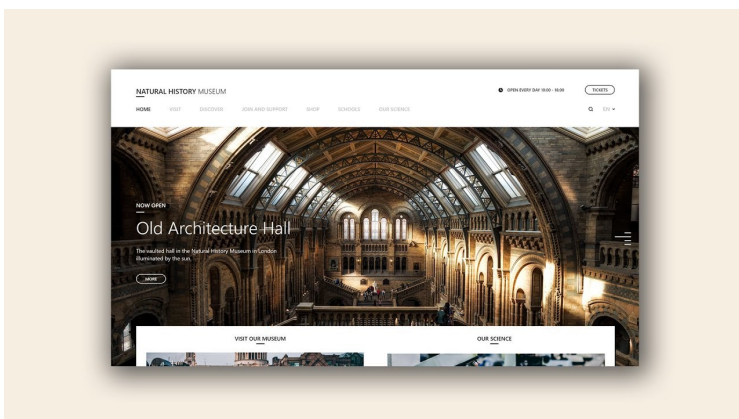
I am drawn to this style for my homepage. Although my site will only have a few pages (forces, prelude, battle aftermath), I feel as though a stylized timeline really suits my topic.



I like this page's clean design and selective use of color.

<http://www.davidtdixon.com>

This site features large historical images, which I also plan to do. The background texture is also something I might experiment with.



Another example of a large centerpiece image. The key will be to find a historical photo or painting of this battle or of the Anglo-Zulu War that holds up at large scales.