CREATIVE BRIEF

Mia Mastroianni
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Project Title: KONY 2012

1. **Project Overview**
   The goal of my website is to be generally informational, not to mimic the movement. I want it to be very similar to the Wikipedia page in the way it highlights the negative and positive reception and the overall impact. In addition, I'd like there to be a section on Jason Russell's rise and fall and what he's doing these days.

2. **Resources**
   All of the information can be found at these sites:
   https://en.wikipedia.org/wiki/Kony_2012
   https://en.wikipedia.org/wiki/Jason_Russell
   There are also plenty of images on Google or on the original KONY2012 website.

3. **Audience**
   This is a strictly informational site and won't be used commercially in any way. It's unlikely that anyone outside this class will see it.

4. **Message**
   The original video should definitely be incorporated. I want the focus to be very informational, but fun facts and other apparently random facts that wouldn't have been included on the original website can also be included.

5. **Tone**
   Without attaching too little importance to the situation, I think the tone should be somewhat light and almost sarcastic. I don't want to completely mock the movement, but I do want to convey how it gained so much traction so quickly without many real results in the end. In terms of the Jason Russell page, things should be a little more serious as he is still working as an activist with his family.

6. **Visual Style**
   I think the main page would be best simple with a "watch video" button or something along those lines, but after that I don't have a complete vision for the rest of the site. The theme will probably follow the colors/imagery of the media that was distributed during the campaign. It will be mostly black/white/red with a little bit of blue if it feels appropriate. Feel free to determine if it looks better "clean" or "grungy." Some examples are attached.