

Creative Brief

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Project Title: OJ Simpson Trial Website

1. Project Overview

The goal of the microsite is to provide comprehensive information about the trial while highlighting its historical significance and cultural impact. Emphasis will be placed on presenting factual accounts of the trial proceedings and exploring the broader social and legal implications.

1. Resources

The wikipedia article I will be using is https://en.wikipedia.org/wiki/Murder_trial_of_O._J._Simpson. The majority of images will be sourced from this page and related wikipedia pages.

2. Audience

The target audience for the microsite includes students, educators, legal professionals, and individuals interested true crime. The age range is older teens to adult age, as there is some sensitive content involving violence.

3. Message

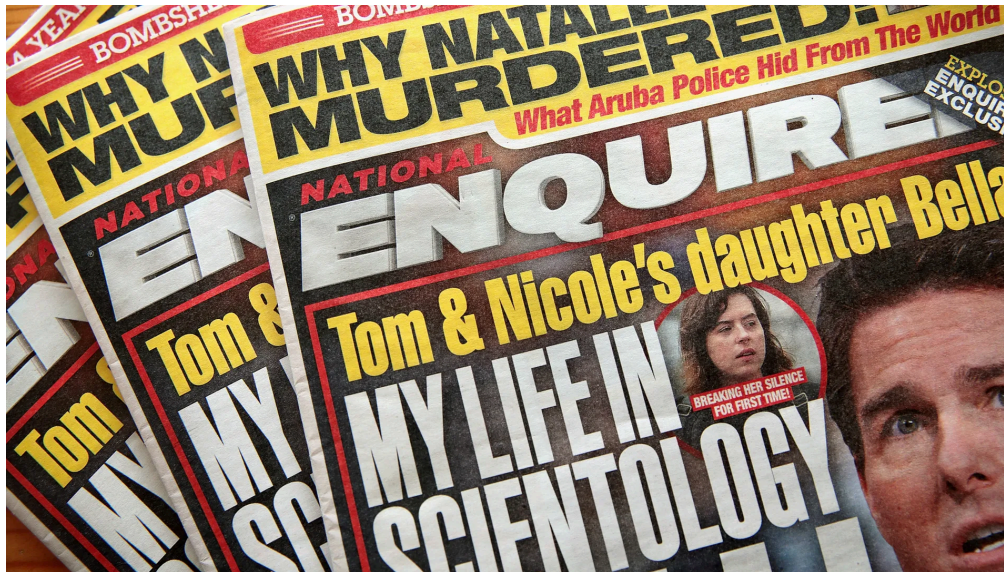
The microsite aims to shed light on the complexities of the OJ Simpson trial, exploring some of the major themes such as race and fame. The focus will be on acknowledging the trial's controversies while emphasizing its broader social context and lasting impact.

4. Tone

The tone of the microsite will be serious, informative, and respectful. It will aim to convey the gravity of the trial and its implications without bias. There is some room for creativity in that it was a media spectacle, however, it must be balanced in order to maintain a level of respect that matches the severity of the topic.

5. Visual Style

One of the possible routes to go down with visual style could be reminiscent of paparazzi photos and tabloids, matching the enormous media attention the case received. This would entail lots of photos (many of them candid/from the courtroom), as well as large pop out quotes.



Another possibility would be something like an IMDB page. Very simple style, less story like than the first route, and a lot clearer of a hierarchy. This would include headshot like photos of major players in the trial and clean, bold, styling.

