

Creative Brief  
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Topic: Albebrt Einstein

Overview - Overall I want to show the life and work of Albert Einstein. I want to demystify him as a human and I want people to be able to read about his life and realize that anyone could be the next Einstein if they put in the effort. I want it to intrigue those interested in science or who just want to learn about einstein in general.

Resources -  
The Albert Einstein wikipedia article, [https://en.wikipedia.org/wiki/Albert\\_Einstein](https://en.wikipedia.org/wiki/Albert_Einstein),

Audience - The audience is anyone trying to learn about Albert Einstein. We will provide some details about his research but nothing so advanced that the average person couldn't understand. Overall the information should be easily digestible, similar to wikipedia or biography.com.

Message - I'd like to put equal emphasis on Einstein's life as well as his works. He is very influential and one of the most well known scientists of all time. I wish to give people a better understanding of him and demystify who he was. I wish to provide details about him in order to help people realize that, although he was smart, he was also a human just like everybody else and anyone who wants to get into the field could make discoveries just like he did.

Tone - The tone does not need to be entirely formal. The idea is to provide the average person with an overview of his life. If they wanted technical knowledge they could seek that in books or professional sites. Instead we should make the site captivating and effortless to read. Again, the site is targeted towards the average person, it should not be a strenuous read.

Visual Style - For the visual style we should lean heavily into science as a whole. Maybe have visuals of space or of einstein's general relativity theory. Ideally with darker backgrounds and white text to resemble space. We could also create icons resembling periodic table elements to navigate the site. For example, creating an element block with the letters Re for research in the style of the following table. Overall, lots of science imagery with dark backgrounds and light text.

# Periodic Table Of The Elements

1 IA																		18 VIIIA																	
1 H																		2 He																	
2 IA		3 IIA												13 IIIA		14 IVA		15 VA		16 VIA		17 VIIA		18 VIIIA											
3 Li		4 Be												5 B		6 C		7 N		8 O		9 F		10 Ne											
11 Na		12 Mg												13 Al		14 Si		15 P		16 S		17 Cl		18 Ar											
19 K		20 Ca		21 Sc		22 Ti		23 V		24 Cr		25 Mn		26 Fe		27 Co		28 Ni		29 Cu		30 Zn		31 Ga		32 Ge		33 As		34 Se		35 Br		36 Kr	
37 Rb		38 Sr		39 Y		40 Zr		41 Nb		42 Mo		43 Tc		44 Ru		45 Rh		46 Pd		47 Ag		48 Cd		49 In		50 Sn		51 Sb		52 Te		53 I		54 Xe	
55 Cs		56 Ba		57-71 La-Lanthanides		72 Hf		73 Ta		74 W		75 Re		76 Os		77 Ir		78 Pt		79 Au		80 Hg		81 Tl		82 Pb		83 Bi		84 Po		85 At		86 Rn	
87 Fr		88 Ra		89-103 Actinides		104 Rf		105 Db		106 Sg		107 Bh		108 Hs		109 Mt		110 Ds		111 Rg		112 Cn		113 Nh		114 Fl		115 Mc		116 Lv		117 Ts		118 Og	

57 La		58 Ce		59 Pr		60 Nd		61 Pm		62 Sm		63 Eu		64 Gd		65 Tb		66 Dy		67 Ho		68 Er		69 Tm		70 Yb		71 Lu	
89 Ac		90 Th		91 Pa		92 U		93 Np		94 Pu		95 Am		96 Cm		97 Bk		98 Cf		99 Es		100 Fm		101 Md		102 No		103 Lr	



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