

Creative Brief

By Arthur Santoro

Project title: Spinosaurus Website

Overview

The goal of the website is to be informational and scientifically accurate, while presenting this information in an interesting and engaging way. Spinosaurus may have been the largest land dwelling carnivore to ever walk the earth and scientists are still debating many aspects of the creature such as it's size, proportions, posture and ecological role. This to me makes spinosaurus one of the most interesting dinosaurs out there.

Resources

<https://en.wikipedia.org/wiki/Spinosaurus> here is the article on Wikipedia, the article has some useful photos of fossil specimens and re-constructions, however for paleo-illustrations I would look elsewhere. Be careful not to use out-dated paleo-illustrations, accept in instances to specifically point out the changing scientific perspective on what Spinosaurus looked like. A good example of modern illustrations depicting spinosaurus can be found in the work of David Bonadonna <http://www.davidebonadonna.it/project/342/> Scientific Magazines such as National Geographic can also be very helpful in finding accurate paleo-art.

Audience

The site is strictly informational, it will be seen by professors and reviewed. The goal demographic is pretty much all over the place however I think it's safe to assume anyone who visits the site will already have at least some interest in Paleontology.

Message

I want to focus on the range of interesting material surrounding spinosaurus such as the changing scientific debates over the anatomy of the animal, the now destroyed original fossil specimens, and the unique anatomical aspects of the creature such as the large sail and long snout.

Tone

The tone should be scientific yet approachable. The website can still be fun, but it needs to look professional and built for adults.

Visual style

I would try to keep the style very modern and clean. Be sure to keep all images and paleo-illustration scientific, a simple google search of "spinosaurus" will yield many images of toys or models from video games which are most likely inappropriate for this cite. Digital illustrations are fine, however I would recommend avoiding the use 3D models accept in the case of models of bone and muscular structure which may be useful. Scientific American is a

good example of something to draw inspiration from

<https://www.scientificamerican.com/article/meet-arrokoth-ultima-thule-the-most-distant-object-ever-explored-has-a-new-name/>

Navigation

I originally imagined the cite as 4-5 separate pages as an organizational method, however feel free to layout the cite in whatever way you think works best.

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The largest and the smallest specimens of *Spinosaurus* known to date. Image credit: D. Bonadonna.

Spinosaurus (meaning 'spine lizard') was the longest, and among the largest of all known predatory dinosaurs, and possessed many adaptations for a

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ASHER ELBEIN MARCH 31, 2016

