Creative Brief

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Project Title: Equal Rights Amendment (ERA) Website

1. Project overview

The goal of my website is to be generally informational, but also swayed to promote the ERA.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Equal_Rights_Amendment#See_also, as well as some photography. There are a lot of other photographs available on Google Images as well.

4. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. Potentially, my prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

5. Message

I would like to focus on the impact the ERA would have for the United States and the struggle is has been to get it ratified.

6. Tone

The tone here should be historic and moving. I want to have a bold, in your face feeling. The importance of this should be highlighted and at the forefront and the struggles that have been overcome to get where it is now. There have been many waves of it getting ratified, so comparing and contrasting and putting them in dialogue would be a great visual.

8. Visual Style

My instinct is to go one of two ways – 1. black and white, maybe even a newsprint sort of feel, or 2. Using bright colors. The colors of the ERA are green and purple. I personally, don't like how they look together, but using purple would be nice. I would like it to open to a page of an

old picture of people protesting with the words "Equal Rights Amendment" over it and then the use have to click on the page to open the site.

Here are a couple of jpgs of inspiration or ideas.

Here is the ERA logo:

Passage of the 19th amendment:

Ratified Ratified after June 30, 1982 Ratified, then revoked Not ratified (having been approved in only 1 house of legislature) Not ratified

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