

Creative Brief

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Project Title: Freedom Schools Website

1. Project Overview

The goal of my website is to be an informational resource that gives an overview of the 1963 Freedom Schools program. I want to create an interesting, accessible place where someone can learn a little bit about the program and its context and impact.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Freedom_Schools and images of the program are easily findable on Google Images.

3. Audience

Because the topic is historical, this site is just a space to learn without any commercial intentions. This website will be part of the portfolio that I present to professors at the end of the semester, so please keep in mind that people with a critical eye for design will see it. I like the idea though that a student who is middle school aged or above could run into this site while doing research and find it interesting.

4. Message

I would like to share the great work that Civil Rights organizers did through the Mississippi Freedom Schools to help create a more equitable education system. Freedom schools were a great resource for Black communities in Mississippi who were already fighting for their rights because the schools helped to educate children but also tried to empower them to participate in politics and activism.

5. Tone

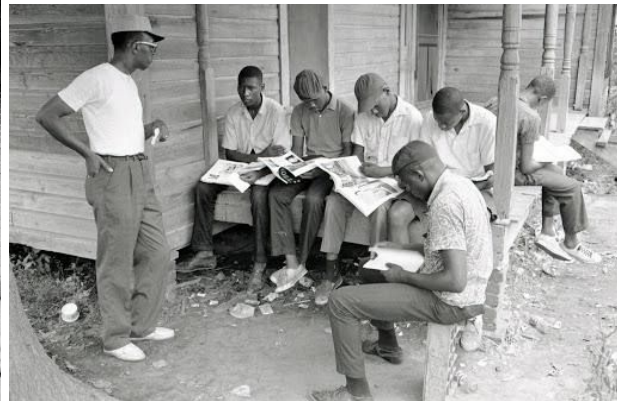
I want the tone to be relatively light and upbeat because this was a program aimed at children. However, I want it to be presented such that it reads as a reliable source of information.

6. Visual Style

I am thinking at this stage that I want something pretty clean feeling, think sans serif fonts and not too many competing elements. I would like the pages to be primarily

text-based with a few images sprinkled in to keep a reader's attention. I also want to find a way to incorporate some pops of color, maybe in border boxes around images, text set on a colored box, or incorporating color into the header. I am picturing a light blue with accents of yellow and maybe a little purple for the color scheme. I am also pretty open to suggestions, so please feel free to do some experimenting.

Here are a few visuals that I hope will give you some inspiration or ideas:



A screenshot of the Children's Defense Fund website. The header is teal with a navigation menu containing "ABOUT", "PRIORITIES", "PROGRAMS", "NEWS & RESOURCES", "ACT", and "DONATE". The main content area has a blue background with the text: "The Children's Defense Fund Leave No Child Behind® mission is to ensure every child a Healthy Start, a Head Start, a Fair Start, a Safe Start and a Moral Start in life and successful passage to adulthood with the help of caring families and communities." Below this is a white box with text: "To succeed, children need stable homes, quality health care, ample nutritious food, good schools, safe neighborhoods, and access to resources and opportunities that enable them to reach their potential. But the fact is that for too many of our children, these basic building blocks for success are out of reach. That's why we're fighting on all these fronts to make sure every child in America has what they need to thrive. And because we know fixing America's systemic inequities begins with our children, we focus especially on poor children, children of color and those with disabilities. We work with Congress and the federal government to advocate for federal policies that improve children's lives. We also advocate at the state level, pushing for policy reforms." To the right of this text is a photo of a child holding a sign that says "PROTECT CHILDREN NOT GUNS".

This is the website for a contemporary program based on the Freedom Schools model.