Creative Brief

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Project Title: Coney Island Cyclone

Project Overview:
The goal of my website is to explain the history of the Coney Island Cyclone in the context of the various amusement parks on Coney Island.

Resources:
The main copy will come from Wikipedia's Coney Island Cyclone article: https://en.wikipedia.org/wiki/Coney_Island_Cyclone#Notable_riders_and_records
Information about the history of the original Luna park in the history section of: https://en.wikipedia.org/wiki/Luna_Park_(Coney_Island,_1903)
Information about the history of the current Luna park: https://en.wikipedia.org/wiki/Luna_Park_(Coney_Island,_2010)

Audience:
This website is indended to provide an overview of the history of the ride, as opposed to a more comercial take on the material. That being said, I would still like it to have a playful nature as the primary audience would be people who go to amusement parks such as children and young adults, who would visit the site to learn about Luna Park and the Cyclone.

Message:
My message revolves around the idea that the Cyclone has a long and rich history, and is a staple of New York City.

Tone:
I would like the tone to be playful and colorful, fitting with the idea of an amusement park. I would like it to be eyecatching and easy to read so that a younger audience wouldn't have trouble consuming the material. (Tone may shift slightly for the page about incidents on the ride)

Visual Style:
I was particularly interested in some drawings of the old amusement park rides, and old photographs because they show the idea of a rich history and are also playful and colorful. This is more appropriate for some of the history-focused pages whereas pages that talk about more of the contemporary elements of the park and ride. For these I think that colorful digital images of the rides themselves are great, as opposed to comercial images of park-goers laughing and eating cotton candy etc. The visuals should be more focused on the rides themslves and not the people.

Luna Park, Surf Avenue, Coney Island, N. Y.