

Creative Brief

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Project Title: Fuzzy Concept

1. project overview

“Is a hotdog a sandwich?” “Is cereal a soup?” There are many debates over semantics such as these, but who said that it must be so black and white anyway? The purpose of this site is to introduce or remind viewers that fuzzy concepts exist in a visually engaging, digestible form.

resources

- https://en.wikipedia.org/wiki/Fuzzy_concept#:~:text=A%20fuzzy%20concept%20is%20a,being%20unclear%20or%20meaningless%20altogether
- <https://www.hindawi.com/journals/jam/2013/236725/>
- https://psychology.wikia.org/wiki/Fuzzy_concept#:~:text=A%20fuzzy%20concept%20is%20a,without%20however%20being%20meaningless%20altogether.

audience

This site will be informational and entertaining, but not commercially-promoted. If published, most likely, the demographics will be among young adults and adults: those who have experienced and have the education to understand the vocabulary used on the microsite. If unpublished, this site will remain on my portfolio, viewable by fellow students, friends, and potential employers, most likely not experts in the computer science-side of fuzzy concepts.

message

The site should convey that even in theoretical, complex fields, there are fuzzy concepts, which are even an active area of research. Thus, while engaging in discussion over whether a tomato counts as a culinary vegetable can be thrilling, I would like viewers to remember that gray area is also an option up for grabs. Life does not always fit neatly in boxes, especially boxes that humans defined.

tone

This site should be informative and intellectual on the subpages describing the applications of fuzzy concepts, while experimental and slightly fun on the lattice and homepage. It does not need to descend into extremely esoteric or technical language; the topic should convey depth in the fields, but not intimidate or bore the reader.

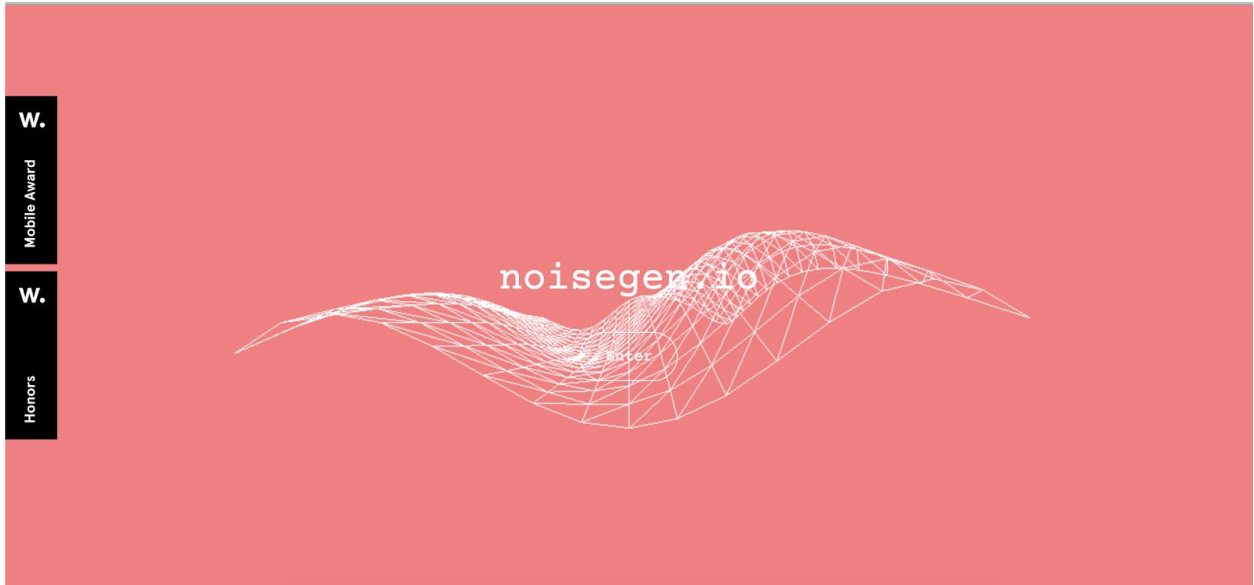
visual style

I would like a very pale website with thin lines and blurs of color, along with use of graphic typography in primarily light weights, but incorporating text as image using heavier-weight type. Overall, it should be clean and modern, but with eye-catching, experimental effects throughout. Hover styles, glows, and motion will play a large role.

Some examples (note: some of the examples have black backgrounds, or are primarily monochrome; that is not my intention. I just would like to reference their use of type and layout):



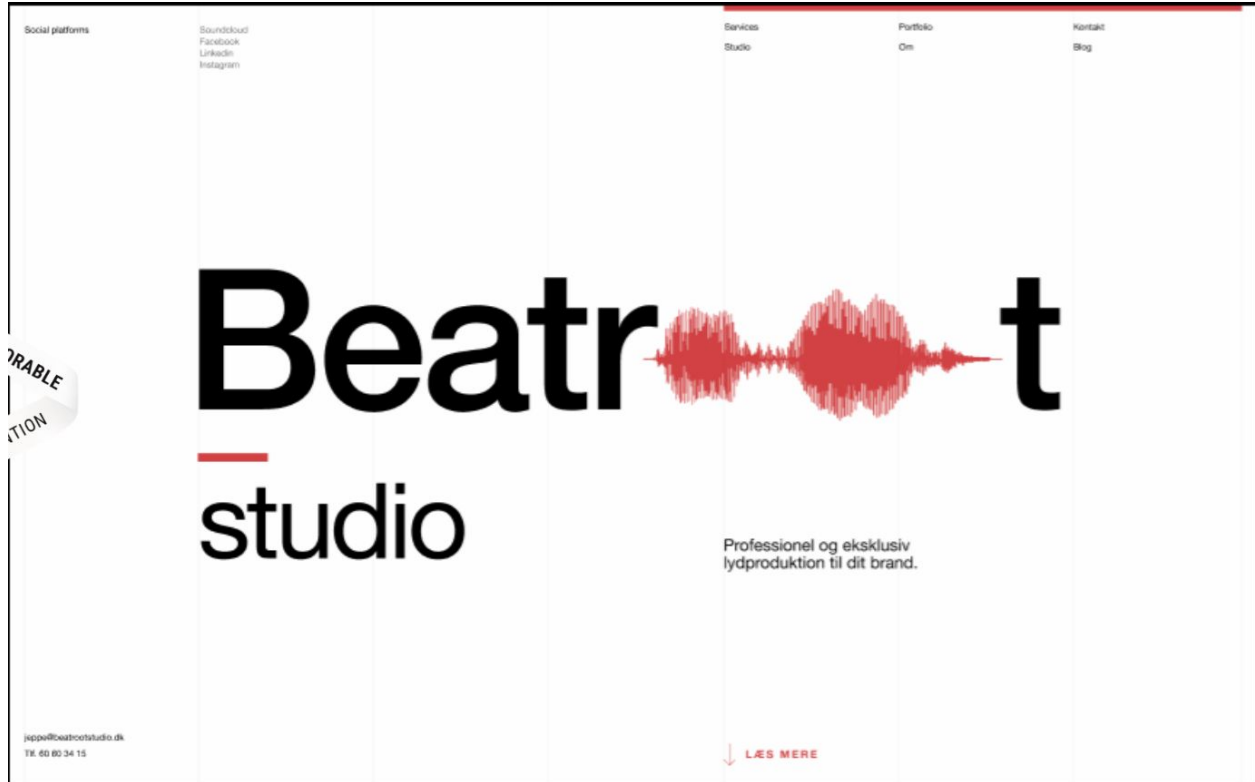
<https://kovalweb.com/>



<https://www.awwwards.com/sites/noisegen-io>



<https://www.awwwards.com/sites/gota-de-mundo>



<https://www.awwwards.com/sites/beatroot-studio>



<https://www.awwwards.com/sites/myles-nguyen>



<https://www.awwwards.com/sites/crazy-inc>



<https://www.awwwards.com/sites/united-earth-space-force>



<https://www.awwwards.com/sites/g2k-group>

More inspo:

<https://www.awwwards.com/sites/heetch>

<https://www.awwwards.com/sites/we-are-you>

<https://www.awwwards.com/sites/virtual-exhibition-ssdc2020>

<https://soviet-design.com/>

<https://www.awwwards.com/sites/fhoke-3>

<https://www.awwwards.com/sites/the-memories-we-shared>

<https://marcocalignano.com/> (maybe)

<https://www.awwwards.com/sites/create-co> (bright colors)

<https://www.awwwards.com/sites/nbt-academy> (thin type)