

CREATIVE BRIEF

Pyramid Cities

Project Summary:

This website on pyramid cities aims to expose to the general public the very potential the concept of arcology and pyramid cities have for mankind's future and educate and glorify the importance of creating these megastructures. Their creation is not a new concept and the only thing hindering their creation is current technology. Therefore, as time goes on, it becomes more and more important for us as humans to reduce our carbon footprint and make use of the land we have left, two reasons why pyramid cities are ideal to invest and live in.

Target Audience:

The ideal target audience of a website like this are those doubtful of the viability of a structure such as a pyramid city. These individuals are looking to be proven wrong and to find out how these creations would benefit them. They are likely uneasy about the idea of living in one, but open minded to have their minds changed. Others who may find a website like this interesting are architects and those interested in the future of architecture.

Perception/Tone/Guidelines:

Modern, communicative, to the point

Information should have a formal, reliable tone

Easy to navigate, find information, and view images

Single-Minded Message: Pyramid cities are the future.