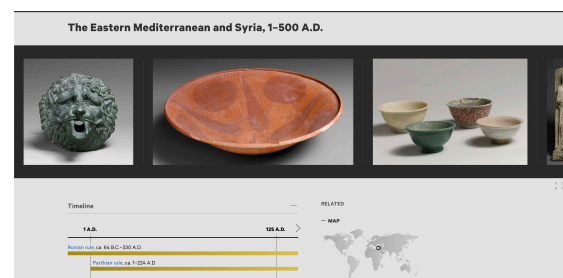# *Creative Brief*

Sophia Palitti 10/31/2023

Project Title: Egyptian Language Website

1. Project Overview: My goal is to present the information in a timeline-like format, possibly even including a timeline in some part of the website, and if not, integrating the timeline with the navigation bar.

2. Resources: https://en.wikipedia.org/wiki/Egyptian_language, as well as my beautiful mind*

3. Audience: This is an informational site, I am envisioning it being on par with an educational museum website. The audience will be of the more mature nature, not engineered towards younger kids, but likely those late middle school and above. However, I would like the site to be relatively easy to navigate for those in an educational setting.

4. Message: I would like to focus on the intricacies of the language system of such a lengthy civilization, and the way that language can shift and mutate over time. Particularly in Egypt, it is fascinating to me that the current spoke language (Arabic) has existed in the country for the least amount of time (compared to others).

5. Tone: Tone is a combination of the message and audience to me, where it will be combining accurate and concise historical knowledge with a user-friendly format that could be utilized in a classroom. Additionally, I would like for it to be a quick reference for those studying ancient Egyptian (art) history.

6. Visual Style: I would like the website to be clean, simple, and illustrative

*the knowledge I have gathered with this being a niche of mine as well as the multiple books and scholarly articles I have on the topic