

# Creative Brief

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## Project Title: Quokka Microsite

### 1. Project Overview

The purpose of this microsite is to create an engaging and educational experience focused on quokkas, often called the "world's happiest animals" because of their naturally smiling faces. The site will provide a comprehensive look at these charming creatures, covering their physical traits, lifestyle, habitat, conservation status, and social media fame.

### 2. Resources

Content will primarily come from the [Wikipedia page for Quokkas](#), along with additional sources such as wildlife photography databases, conservation organization websites, and popular social media posts featuring quokkas.

### 3. Audience

This microsite is designed for a diverse audience, including wildlife enthusiasts, students, educators, and social media followers who are intrigued by quokkas. Its broad appeal makes it suitable for both younger and older audiences, particularly those with an interest in nature, animals, and conservation.

### 4. Message

The microsite will introduce quokkas as endearing and unique animals, highlighting their natural charm while stressing the importance of preserving their habitat. Content will be both informative and lighthearted, balancing engaging storytelling with educational elements about conservation. The goal is for visitors to come away with a better understanding of quokkas and a greater appreciation for the need to support wildlife conservation efforts.

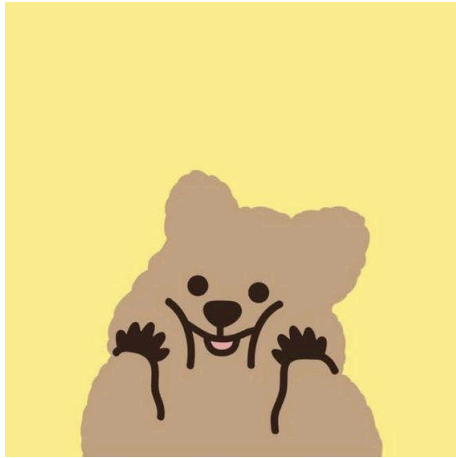
### 5. Tone

The tone of the microsite will be friendly, playful, and approachable, reflecting the cheerful personality of quokkas. Sections focused on conservation will adopt a more serious tone to underscore the challenges these animals face. Overall, the tone will encourage curiosity and joy while ensuring that visitors appreciate the broader implications of quokka conservation.

### 6. Visual Style

The visual style will incorporate earthy, natural colors—greens, browns, and sandy tones—with bright accents to reflect the vibrancy of the quokka's environment. Animated illustrations and a small quokka mascot will add a playful touch, guiding users through different sections of the site. High-quality images and interactive elements such as image galleries, infographics, and animations will maintain engagement. The layout will be clean, modern, and easy to navigate, effectively balancing the site's educational and visual appeal.

Some example photos for inspirations (quokka illustrations, selfies/photos, website designs):




Cozy House  
Shelter for pets in Berlin

About the shelter [Chat with us](#) [In help the shelter](#) [Contact us](#)

## Not only people need a house

Intelligence, love and unconditional affection are just some of the qualities that make our animals special. We care for them with love and respect.

[Make a friend](#)





### About the shelter "Cozy House"

Learn more about our shelter, including all the services we offer and how you can help us care for our animals.


Our mission is to provide a safe and loving home for all animals in need. We offer a range of services including adoption, foster care, and veterinary care. We are currently looking for volunteers to help us with our daily operations.

### Our friends who are looking for a house




**Katrine**

[Learn More](#)



**Jessie**

[Learn More](#)



**Woody**

[Learn More](#)

[Get to know the rest](#)

### Than you can help our shelter

Pet food

Vaccination

Toys

Bowls and cages

Shampoos

Vitamins

Medicines

Collars / leashes

Sleeping area



### In addition, you can make a donation

From all the funds, 70% of funds support the animals in our shelter.


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### Our animals

Learn about all our animals, including all the species we care for. From the big cats to the small mammals, we have something for everyone.

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