

Creative Brief

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Project Title: Unicycle Website

1. Project Overview

I want this website to deconstruct the notion that unicycles are simply tools used strictly for comedic purposes. Unicycles are just as much a vehicle with their own history and depth as bicycles, and this website should seek to inform people of the different ways in which unicycles exist and are used today.

2. Resources

Reference text is available on the Unicycle Wikipedia page, https://en.wikipedia.org/wiki/Unicycle#Known_in_other_fields, as well as some images. Other images can be found using Google Images.

3. Audience

I intend for the audience to be people of all ages, whether they be people who're just curious about unicycles or people who are interested in learning how to ride them and want to know what's out there.

4. Message

This site should seek to "normalize unicycles" in the sense that unicycles have been commonly labeled or associated with jokes and silliness. While that can certainly be a part of unicycle culture, it's not representative of everything that unicycles have to offer.

5. Tone

I'd like the tone to feel genuine and informative. This site is meant to inform people and get them interested in the world of unicycling, it'd defeat the purpose of the site if the tone implied only silliness and whimsy (it can still be humorous in small quantities, but overall it should still feel formal).

6. Visual Style

I'm leaning towards an REI, outdoors-kinda feel, strictly keeping away from circus/ carnival colors and imagery (so no super saturated colors). It's unfair for unicycles to be painted in one specific way; if they're talked about in a more adventurous, outdoors context, people will have an easier time taking them at face value. Another style could be reminiscent of urban street scenes, indicating that unicycles can be used/found in the same situations as bikes.

Reference for "REI" feel:



2448 x 3264

Reference for “urban street” feel:

