Project Title: Coral Reef Microsite

1. Project Overview

a. The goal of my microsite is to educate viewers about coral reefs — not just as beautiful underwater environments, but as complex, fragile ecosystems that are vital to our planet's health. I want the site to highlight both the wonder and the urgency of preserving coral reefs, presenting them as living organisms that sustain countless species and protect coastal communities. The microsite will use visuals, interactivity, and strong organization to help viewers understand how reefs form, why they matter, and what's threatening them today.

2. Resources

a. Most copy and factual information will come from the Wikipedia article on coral reefs, supplemented by scientific sources such as NOAA and National Geographic. Photography and media resources will include free image databases like Unsplash, Pexels, and NOAA's photo archives. Infographics and diagrams will be custom-designed to clearly explain coral anatomy, reef types, and the symbiotic relationships within reef ecosystems.

3. Audience

- a. This is an informational and educational site that will become part of my design portfolio. Its primary audience includes:
 - i. Instructors and peers reviewing the site's design, layout, and structure.
 - ii. Prospective employers or clients who may view it as part of my portfolio.
 - iii. Secondary audiences include high school and college students or anyone with an interest in marine life and environmental conservation.
 - iv. The audience is broad but skewed toward young adults and environmentally conscious viewers.

4. Message

a. The microsite will communicate that coral reefs are essential yet endangered ecosystems — a cornerstone of marine biodiversity and human survival. The key message: "Coral reefs are living, breathing systems that connect us all — their survival depends on ours." It's about both the beauty of life under the sea and the urgency of protecting it.

5. Tone

a. The tone should be awe-inspiring, educational, and reflective. It should invite curiosity and respect, conveying both the scientific wonder of reefs and the

emotional weight of their decline. The writing will be accessible, engaging, and slightly poetic — balancing facts with visual storytelling.

6. Visual Style

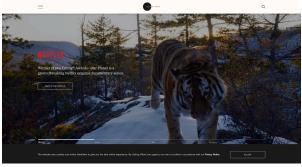
- a. My initial instinct is to use a clean, modern, and immersive design that feels alive
 emphasizing color, depth, and organic shapes.
- b. Two possible directions:
 - i. Vibrant natural palette deep blues, coral reds, sandy neutrals, and turquoise gradients that echo underwater light.
 - ii. Scientific clarity minimal layouts with strong imagery and data visualization (maps, diagrams, stats).
- c. I'm leaning toward the first approach, using photography and subtle motion to evoke being submerged in a living reef. Typography will be clean and contemporary, with generous spacing and smooth scrolling transitions. The site will be fully responsive for both desktop and mobile experiences.







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