

Creative Brief

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Project Title: FNIRS Website

1. Project overview

The goal of my website is to be informational and to help someone with a high-school level knowledge understand the fundamentals of FNIRS and some cool information about a neuroimaging technique I am interested in - called FNIRS, or Functional Near-Infrared Spectroscopy.

2. Resources

The wikipedia is available at https://en.wikipedia.org/wiki/Functional_near-infrared_spectroscopy. While the page contains photography, some of the photos on the site are a little outdated so I will be using more up-to-date photos from Google Images.

4. Audience

This site is meant to be mainly educational and I hope to use it as part of my portfolio. As somebody who is interested in going to medical school in the future and is interested in the intersection of technology and medicine, I hope this is something that can be used to demonstrate my ability to bring together the two worlds.

5. Message

I'd like to focus on two things mainly- first, the chemical basis for why FNIRS works as I have found the science to be personally very interesting and worth sharing about and secondly what the applications of the technology are currently - which is why somebody should care in the first place.

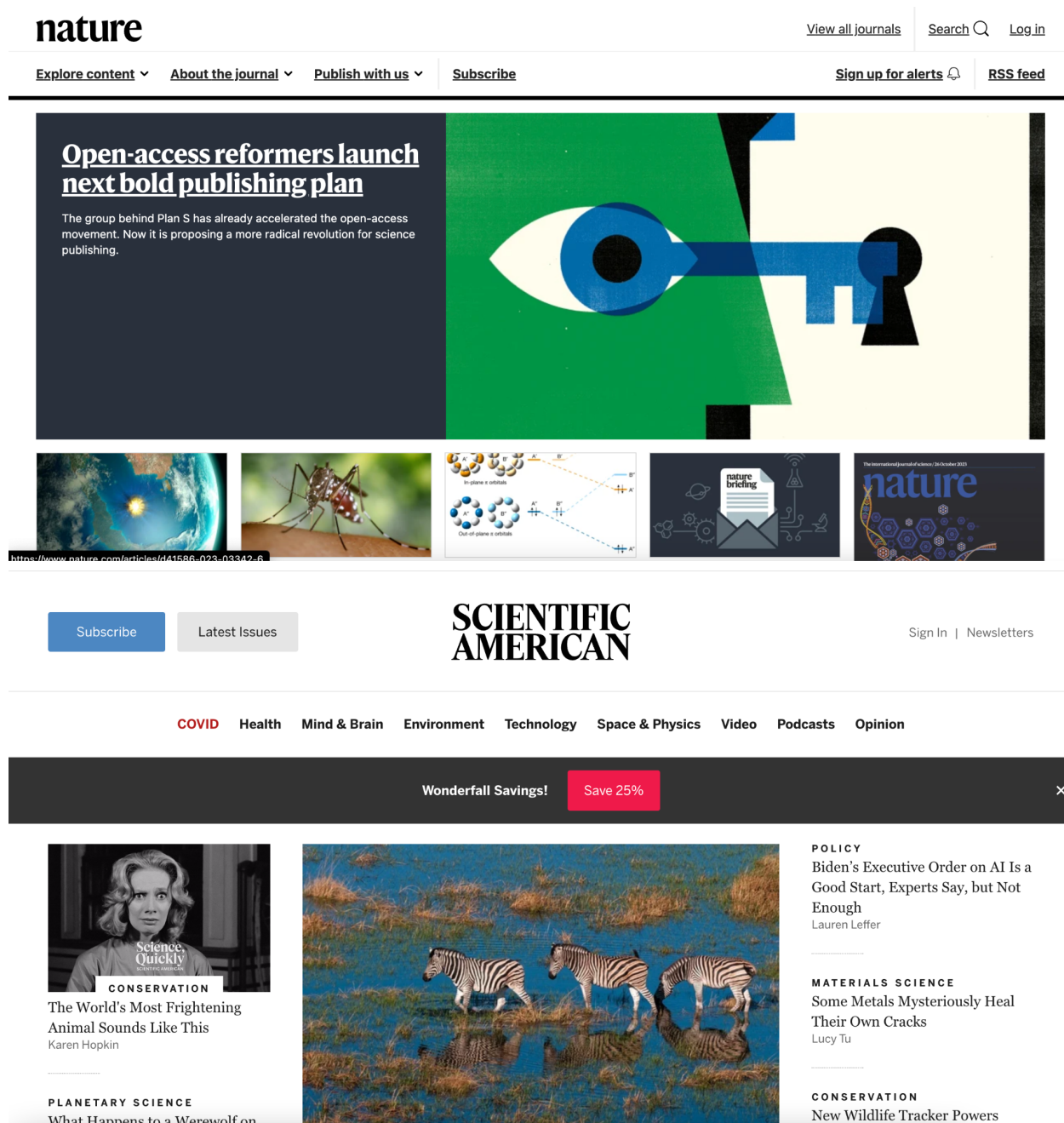
6. Tone

The tone here I think should be Straightforward and not overly encumbered with jargon. Going into depth on a technology like FNIRS has the drawback of potentially becoming too complicated - or worse - boring. In creating this site, I want to make sure that I keep the audience's attention while still maintaining a professional feel to the website.

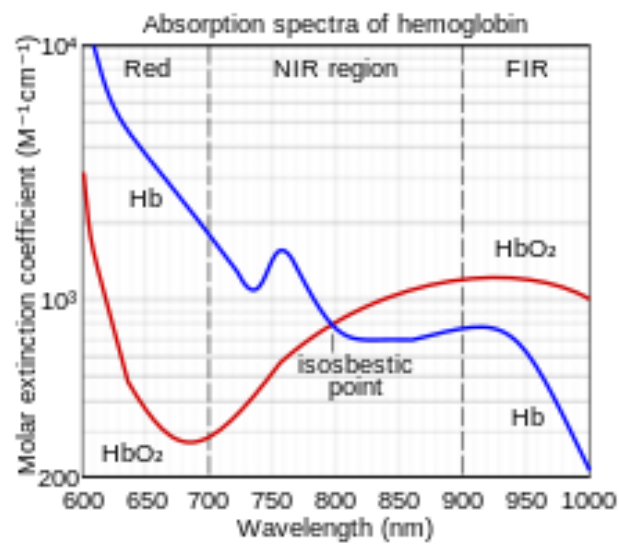
8. Visual Style

As this website seeks to communicate scientific information, I hope to model my site similar to sites like [Scientific American](#) and [Nature](#). While these sites vary in the type of content they

present, they both have a clear and relatively non-distracting way of explaining scientific concepts. I also like the font selection that the two websites have used as it gives a classy feel, so I may emulate that in my own site. I have included jpegs of the sites below.



Additionally I saw this image on the Wikipedia page and it's a graph of the FNIRS reading which I think could be also a creative way of displaying the timeline of FNIRS developments in the US and Japan respectively(see below).



MEDAL mnemonic: More than Eight hundred nm,
Deoxygenated hemoglobin Absorbs Less