
CREATIVE BRIEF

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04/03/2018

1. PROJECT OVERVIEW

The purpose of this site is to inform the reader about the scandals of Action Park, the world's most dangerous amusement park located in Vernon, New Jersey. I want to give a holistic but thorough exploration of its history.

2. RESOURCES

Copy is available at https://en.wikipedia.org/wiki/Action_Park and there have been many articles written on the park's rise and fall. These sources can provide some images, and there are many more images on Google images. There are also short documentaries on Youtube as well as commercials from when the park was originally operating.

3. AUDIENCE

This is an informational site with a wide variety of user demographics. However, most users will likely be teenagers to young adults who are interested in learning about scandals and conspiracies.

4 . MESSAGE

The site should focus on Action Park's violations and should not just be a general information site about the park. The park's story was nuanced because it was home to the first modern American waterpark; no safety or procedural precedents had been set. However, its poor management, safety record, and continual marketing as a thrilling experience make it an interesting case study in the amusement park industry.

5. TONE

The tone should remain serious throughout the site but include engaging section titles and copy to engage the reader. Think Dateline but for an amusement park.

6 . VISUAL STYLE

The site should have a dark grey, white, and red color scheme with large block lettering for titles.

Because nearly all Action Park pictures were taken during the day, some darkening of the images or overlay techniques will be necessary to create the serious mood of the site. Draw inspiration from the following:

