Creative Director: Emma Hinckley
Designer: Nicole Wei

Topic: Flying Squirrels

Concept:
To create an immersive microsite that introduces users to the mysterious and fascinating world of flying squirrels, their gliding abilities, habitats, and nocturnal adaptations. The site should feel both educational and visually rich, merging scientific credibility with the wonder of discovery. Each section will be short, visual, and exploratory.

Tone:
Curious, adventurous, and intelligent. Balance of documentary-like realism and wonder/awe.

Approach 1: Immersive Nature, Bold & Playful

- Deep forest color palette: moss green, bark brown, sky blue accents, use a lot of forest textures and photography

- Full-bleed photography (gliding squirrels, forest textures).

- Some sort of motion with icons or images to evoke gliding movement.

- Typography: Bold and playful

Approach 2: Clean Educational Design

- Minimalist layout with wide margins and structured grids.

- Black, white, and muted green palette, sleek and journal-inspired.

- Strong typographic hierarchy: serif for headers, condensed sans-serif for data.

- Simple and educational
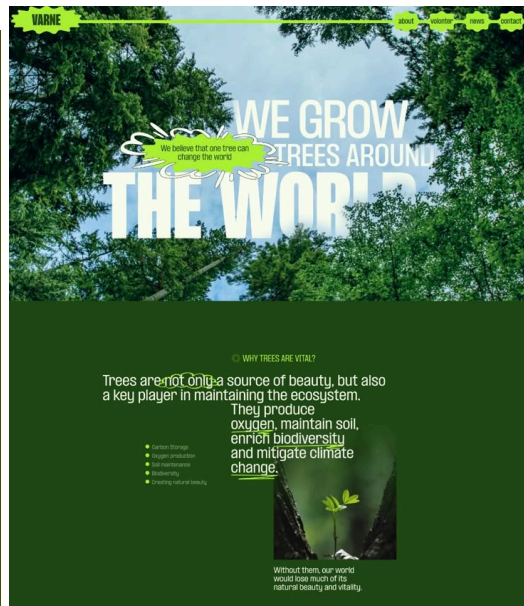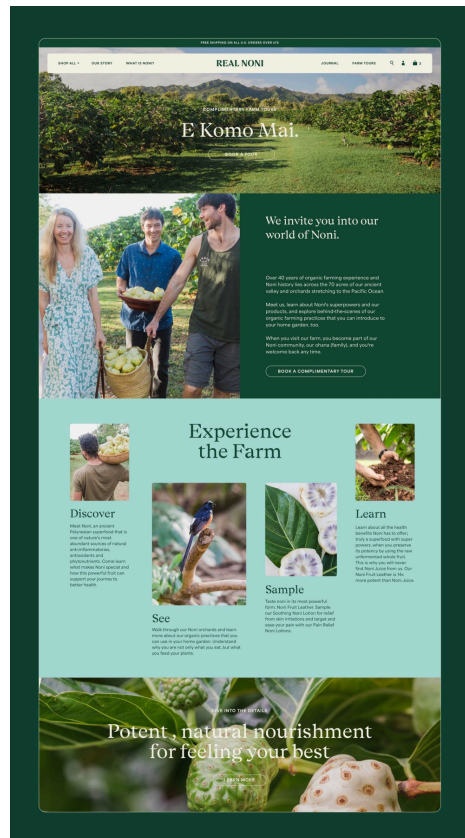
Topics:
- **Description**
  - Similar gliding animals
- **Evolutionary History**
- **Fluorescence (fun fact)**
- **Life Cycles**
  - Reproduction
  - Diet
Visual Inspo:

Approach 1:

ТАПЛИНК
(для базы отдыха)

Approach 2:

ARMONIA
EXCURSIONS

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