Creative Brief
Emma Harrison
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<center>Project Title: Arctic Foxes Website</center>

1. Project overview
    a. I want my site to be mostly informational, providing interesting and easy-to-understand info about arctic foxes for curious people.

2. Resources
    a. Most of the copy can be found https://en.wikipedia.org/wiki/Arctic_fox#Conservation_status and https://en.wikipedia.org/wiki/Tundra#Arctic_tundra
    b. Images from the same pages as well as from https://www.nationalgeographic.com/animals/mammals/facts/arctic-fox https://www.npolar.no/en/species/arctic-fox/ and Google Images

3. Audience
    a. My intended audience is mostly my professors and potential future employers, but that aside, my audience is any curious individual interested in arctic foxes, around middle-school age and above. It would probably also attract people who love the outdoors, animals, and wildlife. An audience similar to National Geographic's and Planet Earth's

4. Message
    a. I'd like to focus on what makes the arctic fox so unique from other similar species.

5. Tone
    a. I think the tone will be light, engaging, clean, not quite playful but like lively. Foxes are spirited and playful by nature, so I want to touch on that, but my audience isn't so young to really lean fully into the playful aspect and also not so old that it needs to feel stuffy and boring.

6. Visual Style
    a. Color schemes: whites, grays, blues, maybe a pop of orange/red to match the coloring of Arctic foxes
    b. Clean and simple while but with elements that draw up the lively/playful nature of foxes, maybe the buttons or the typeface is a bit more indicative of that.
    c. Images will maybe be manipulated and edited as necessary to help add to that feel / tone mentioned above

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NATIONAL GEOGRAPHIC

VOL. 236 NO. 4

DECODER BY JASON TREAT

UNTANGLING WHALES

WHEN NORTH ATLANTIC RIGHT WHALES migrate along North America's eastern seaboard, they run a gauntlet of fishing lines in their path. Today 83 percent of the population shows signs of entanglement, a leading cause of death for this endangered species. Fishing for crab and lobster involves placing traps (also called pots) on the ocean floor and marking the spot with a surface buoy that's connected to the traps with a sturdy line. But the lines routinely harm whales: they cut into flesh and impede the whales' diving, surfacing for air, and feeding. To CT Harry of the International Fund for Animal Welfare, a remedy seems clear: "Fishing without vertical lines is what's going to save this species." —KELSEY NOWAKOWSKI

North Atlantic right whales live chiefly in western Atlantic coastal waters of close to the continental shelf. Six died in June 2019, until 400 are left, fewer than 100 of them breeding females. Absent changes, the population could be functionally extinct within a few decades.

Right whales are the only whales to have callosities, raised patches of rough-ened skin. Each whale has a unique pattern of callos-ities, helping scientists to identify it.

1 Encountering traps
Right whales, which see mostly in black and white, often don't notice crab or lobster traps too until they hit one. When they try to swim on, the line may get tangled around their fins or open mouths.

Vertical lines
A line runs from a buoy on the surface to the seafloor, where it connects as many as 40 lobster traps strung at intervals along the line. The apparatus can weigh more than 2,500 pounds.

2 Rolling and tumbling
Scientists at the Conser-vation for Wildlife Research Reduction simulated what happens when a whale hits a trapline. The animal rolls and spins, unintentionally winding the line around its body.

3 Death or impairment
Whales tangled in lines can have trouble repro-ducing, drown, or starve to death. A recent study attributes nearly 90 per-cent of diagnosed North Atlantic right whale deaths over a 38-year period to entanglement.

Fishing without lines
Ropeless solutions are commercially available in Australia and implicit projects in US and Canadian waters. To retrieve the catch, fishers send an acoustic signal to this apparatus, triggering either the rope or the entire trap to rise to the surface.

Apparatus rests on sea floor

Acoustic signal triggers release of apparatus to surface

TANIA VICARI, ART: JOE MCKENDRY
SOURCES: INTERNATIONAL FUND FOR ANIMAL WELFARE; NOAA

Assignments | emharrisoniffall2021|IFfa | Arctic fox – Wikipedia | Arctic – Wikipedia | arctic foxes – Google Se | planet earth bbc – Goog | Planet Earth | BBC Earth

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