

Content Outline

Rachel Jackson

Project Title: Vegetable Lamb of Tartary Website

Introduction

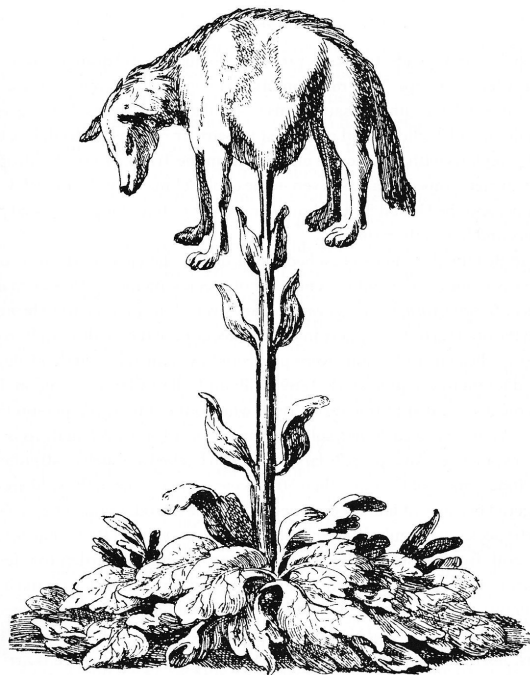
I found this topic when I was looking through an “unusual topics” wikipedia page and I felt like it could be really fun to create visuals for since the concept of a plant that produces sheep makes for a pretty strange image.

Format

I'd like the site to have a homepage with an image of the mythical lamb alongside different links to sections of the website that discuss the origins of the myth, characteristics of the fictional lamb, and its role in different religions and mythologies. I could also see the site functioning similarly to the postcard assignment, with the user being able to navigate through content by clicking.

Resources

There are a lot of historical illustrations of the vegetable lamb online that could be used as content for the website but I could also see the website having a more modern feel and using collages or other self-generated imagery instead. The wikipedia page for the Vegetable Lamb of Tartary has a lot of copy that could be used and it's also separated into separate sections that could serve as divisions for different pages.



Audience

I think the audience is someone who's interested in weird wikipedia articles and learning about legends and myths. They're probably bored and randomly browsing reddit or something and just happened to stumble across this topic. I want them to be caught off guard by the design of the website.

Message

I think the site should be fun to look at and enjoyable to read. I want people to be intrigued by the strangeness of the subject and continue to read about it because of the website's visual appeal.

Tone

I want the tone to be pretty casual and I think that somehow editing the historical images to give them a more updated feel would make for a visually appealing website. I really like the collages of Mark Weaver and the way that he integrates historical illustrations in his work. I don't want the website to feel like the Poe Zines we made in digital design. I could also see taking a minimalistic approach to it and using the historical images alongside graphic shapes. I like how the text is arranged in the second image below.

