

Design Brief

"Twirly Whirly": A Boston Fern Variety

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Design Brief

Project Title:

"Twirly Whirly": A Boston Fern Variety

Design Problem:

A desire to share the discovery of uniquely beautiful green foliage plants with fellow enthusiasts and curious beginners. Turning personal passion into an accessible, visually engaging resource.

Target Audience:

Plant enthusiasts and beginners drawn to unique or unusual green foliage plants.

Design Objectives:

Spark curiosity and delight, leaving the viewer thinking: "What a unique plant. I want one. Where do I find it?"

Interactive Elements:

A simple hotspot-driven interaction built in Articulate Storyline 360, presenting key information about the Twirly Whirly fern variety through clickable numbered and icon-based markers. Layout and typography chosen to complement the organic, natural subject matter.

Resources:

- Articulate Storyline 360
- Personal photograph
- A recent replacement of a previous resource.