

Content Outline

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Project Title: Kodak

1. Project Overview

This project not only aims to provide an informational summary about the Eastman Kodak Company's history, but also focus on how innovation lead to the company's development (and failure to innovate lead to its demise).

2. Resources

Content should reference to [Wikipedia's Kodak page](#) and [this youtube video](#). Additional photography resources can be found through google images.

3. Audience

This is strictly an informational site for anyone who's interested in the history of photography, more specifically Kodak's innovative history. Additionally, this will be part of my portfolio, so potential recruiter will be part of audience.

4. Message

Besides covering the informational aspects of the Eastman Kodak Company, I'd like to focus on how innovation lead to the company's development and failure to innovate lead to its demise.

5. Tone

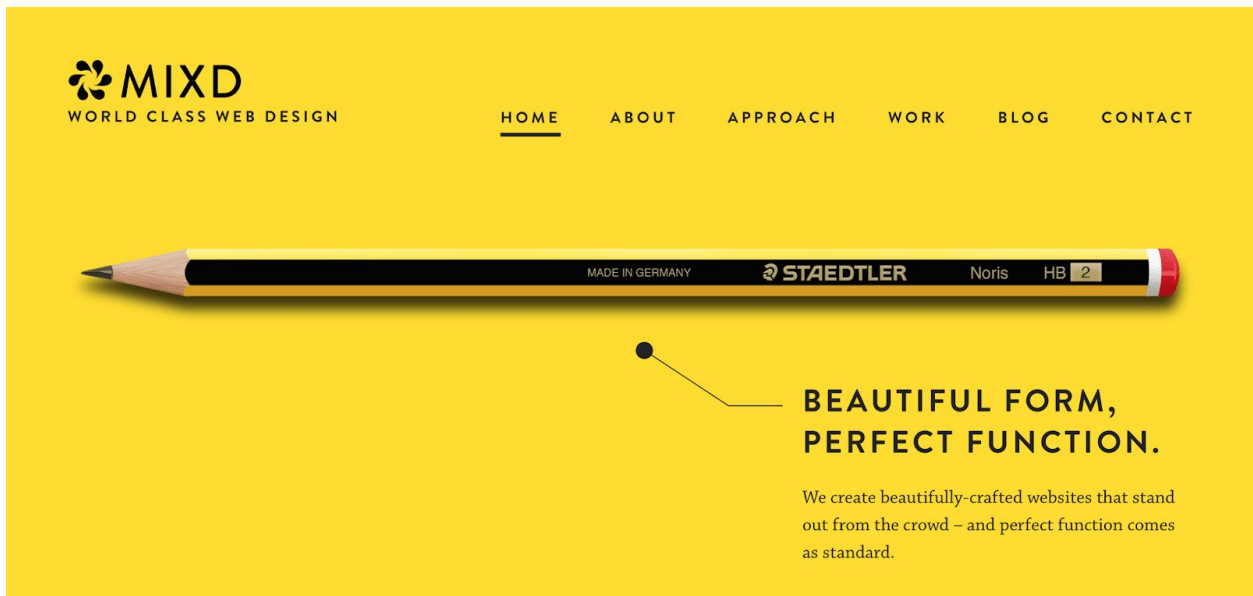
Despite the informative and historic nature of the site, the overall tone should be modern and minimalistic, as the primary focus of the site is innovation. I want to convey the significance of innovation.

6. Visual Style

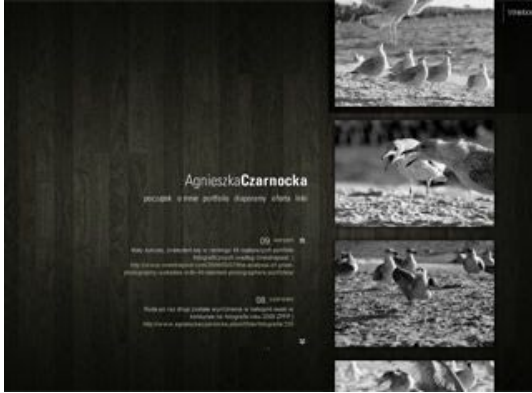
I'd like keep the visual style of the site minimalistic yet artistic, perhaps think of this as modern rebrand of the company to echo with our message about innovation. Here's just a thought, because of the film services that Kodak provides, it would be interesting to incorporate analog photography elements like film strip in the site's design. Here are some images for inspiration or ideas.



Logo history



Something minimalistic and modern



Film strip elements