

70th Annual Advertising Club of CT Awards Show

Written Summary: CT Science Center Website

Science is more than facts and methods. It's about curiosity and imagination...experimenting and trying new things. So, we brought that sense of wonder and discovery to life in an immersive digital wonderland.

In this website, photojournalistic imagery captures authentic moments and emotions of kids and grownups as they experience a life-size T-rex up close, splash around in the Lego room, or get swept up in an indoor hurricane. Bold type, photos, video, and patterns stack and layer to add depth and texture and invite interaction. Shapes and iconography connote science and connect the experience. Collectively, the elements work together to deliver an experience capable of leaving every audience full of wonder.

Alongside the enhanced website design, we reimagined every word and restructured the content, crafting whimsical, aspirational copy and organizing each page for a more intuitive, user-friendly experience.