

Creative Brief

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Project Title: Spiritfarer Microsite

1. Project Overview:

The aim of our microsite project is to create an engaging and informative online resource for "Spiritfarer." The microsite should provide a comprehensive understanding of the game's theme, gameplay, and aesthetics while appealing to both newcomers and dedicated fans.

2. Resources:

Information: Content from various sources, including the game's official website, Wikipedia page, and related articles.

Visuals: High-quality images, concept art, screenshots, and fan-made creations.

Game Assets: Any official assets available from the game's developers.

3. Audience:

The primary audience for this microsite is potential players and existing fans of "Spiritfarer." The demographic varies but generally includes gamers, young adults, and those interested in indie games and emotional storytelling.

4. Message:

The microsite's primary message is to convey the emotional and artistic depth of "Spiritfarer." We want to emphasize the game's unique blend of gameplay, storytelling, and character-driven experiences. The site should highlight the game's capacity to evoke empathy and reflection.

5. Tone:

The tone of the microsite should be heartfelt, introspective, and artistic. We aim to convey the emotional impact of the game and its narrative elements. The microsite should be a reflection of the game's compassionate and comforting themes.

6. Content Structure:

Homepage: Introduction to "Spiritfarer" and its core theme.

Game Elements: Detailed sections on storyline, characters, and gameplay.

Art Gallery: A visually captivating section showcasing concept art, in-game images, and fan art.

Audio Experience: Insights into the game's music and sound design.

Developer's Insights: A look behind the scenes with developer interviews and concept art.

Reviews and Testimonials: Share player reviews and feedback.

Fan Community: A space for fans to share their creations and connect.

Contact and Feedback: Allow users to get in touch and provide feedback.

7. Creative Directions:

Explore the potential use of visual elements like brush strokes, watercolor textures, or ethereal backgrounds that resonate with the game's visual style. The choice between whimsical and ethereal styles may depend on the game's thematic balance between life and death.

8. Key Emphasis:

The site's design should evoke the sense of adventure, wonder, and compassion that "Spiritfarer" offers, ensuring users are drawn into the emotional depth of the game.

9. Additional Inspiration:

