

Creative Brief

Lou Nordhus 3/25/2024

Project Title: Lou Nordhus Website

1. Project overview

The goal of my website is to be informational and to celebrate an animated show that was made very thoughtfully and has beautiful artwork.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Bee_and_PuppyCat

4. Audience

This is a strictly informational site, and won't be promoted commercially in any way. For audiences of any age demographic, but most likely to be viewed by ages 12-22 yrs old.

5. Message

I'd like to celebrate the artistry of this show and the artist Natasha Allegri who created it with my website.

6. Tone

The tone here I think should be magical and playful, but still sleek and well designed.

8. Visual Style

I'm definitely wanting purples and pinks utilized in this design as a lot of the show has vibrant pastels in it. I want a cute space theme, with a simple clean interface that scrolls, has interactive elements like toggles or buttons if applicable, and is easy to read.

Some good websites for inspiration:

<https://www.blippo.com/collections/bags?page=2>

<https://magicspoon.com>

<https://kirby.nintendo.com>

<https://www.sanrio.com>

<https://perccoffee.com>
<https://genshin.hoyoverse.com/en/>