

Creative Brief

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Project Title: Balisong Microsite

1. Project Overview

The goal for the website will be to show off the cool tricks that can be done with a balisong as well as a way for people to get into the hobby if they wish. Also provide details to where they can purchase one themselves with references to modern games and usages.

2. Resources

I'll mostly reference Squidindustries youtube channel for tricks or Bigflips. For the history there is the wikipedia page. Other information will be found on google images or taken by myself.

3. Audience

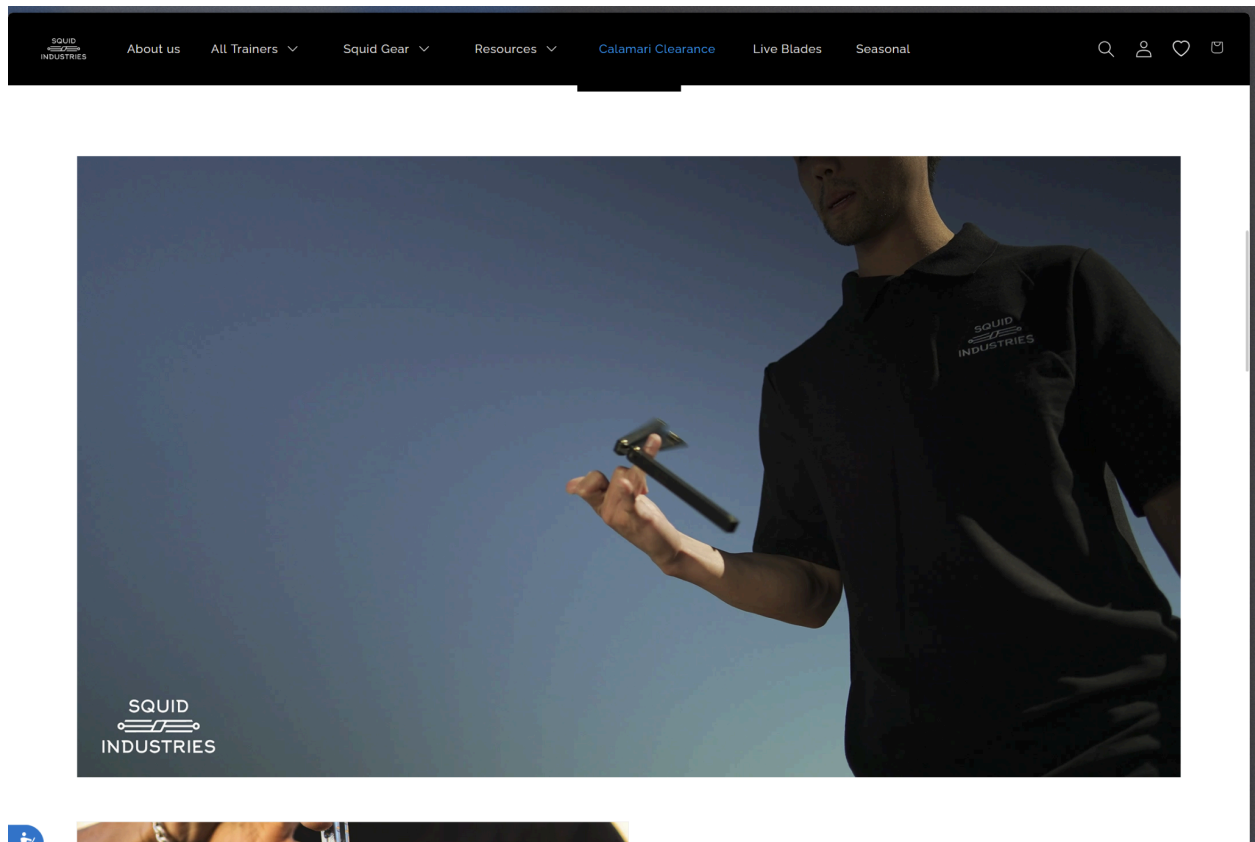
It is for a general audience who may want to learn more about the balisong. Some balisong brands may see the site and want their brand to also be mentioned. However I am assuming that those nearing retirement won't be interested in such a hobby anymore and is more targeted towards kids who play games with butterfly knives or those who are looking for a new hobby or fidget toy.

4. Message

I want it to be a showing of how difficult yet simple the balisong is and to show off the different tricks that can be done.

5. Visual Style

I am planning to have simple colors but definitely a more modern vibe as most of it's popularity was gained when it was introduced into games. I think I will have a slightly "old article" or "historical record" theme when talking about the history.



Similar to the squid industries website for the “modern” feel . Minimalistic is the word...



I think this is the texture I want for the background when I am describing the history.