CREATIVE BRIEF
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PROJECT TITLE: *KING OF THE HILL* WEBSITE
Copy–wise, the site will be strictly informational. Visually, it could be a lot more.
King of the Hill is about a conservative man in a changing America. That has a very different meaning in 2018 than in 1997, when the show first aired. If you want, we can use that to inform the website's design.

CONTENT (all copy can be pulled from the show's Wikipedia page)
- HOME PAGE– A page where users watch the title sequence of the show, and are provided links to the other pages.
- CONCEPTION– An overview of how the show got its start.
- SYNOPSIS– An overview of the show, its themes, and some of its characters. Include a clip from the show. IDK if you'll think it's funny, so any old clip could do. I can pick one, if you want.
- SETTING– An overview of the show's setting of Arlen, Texas
- SOURCES– Page for sources. IDEK if this is necessary.

RESOURCES
As stated above, all the copy can be pulled from the show's Wikipedia page. Images can be found on Google, and clips can be found on YouTube. I can link you to specific clips if you're having trouble finding ones to use.

MESSAGE
The site need not only be informational. I see it as being a commentary on the show itself, both inviting viewers to watch King of the Hill and showing how it has been morphed and molded into a 2018 worldview.

This is where I'm making this a choose–your–own–adventure. If you want to make a strictly informational page about *King of the Hill*, you can do that. If you want to do something a bit more conceptually challenging, then let's do that.

WIKI SITE

TONE
The copy will be pulled, unedited, from Wikipedia, so the tone will rely on design choices.
The show is known for its dry humor, but also for its very human core. IDK how to communicate "humanity" in a website, so I'd say aim for the more obvious visual cues the show provides.
Some keywords:
- Dry
- Suburban
- Mundane, yet Animated

VISUAL STYLE
The show has a distinct palette and visual language. Pulling from the show itself would be an effective way of communicating this style in the website.

NOT–JUST–A–WIKI SITE

IDK if you've seen *King of the Hill*. The main character of the show is Hank Hill, a family man in Texas living in a changing America. He is conservative, uncultured, and set in traditional values. However, he deeply loves his family, and in almost every episode he ends up working to either change himself or make a compromise so that he can be a better husband,

father, and neighbor. This makes the show hilariously sociopolitical but also deeply human. Hank Hill is a republican and a Texan, but he's relatable to anyone who has loved ones and is confused about the world.

However, in the political climate of 2018, *King of the Hill* is a much harder show to empathize with. Hank Hill and his neighbors would've likely been Trump voters in 2016. Their misunderstanding of contemporary America is a lot scarier if you consider how on a larger scale that led to Trump. There is a feeling of impending doom present in today's America, and that can be partly blamed on voters like Hank Hill and his friends in Arlen, Texas.

With that in mind, I want this site to reflect how the *King of the Hill*'s message might be warped in today's zeitgeist. I'm envisioning a deep–fried meme quality that takes the show's visual language and warps it. I've included some visual references. Use these as a jumping off point, and see what you come up with when you play. Try to see how far you can push away from King of the Hill's visual language while still being informed by it, like a funhouse mirror.

Keywords:
- Deteriorated
- Absurd
- Sarcastic