

Creative Brief

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Project Title: Lego Space Website

1. Project overview

The goal of my website is to provide a fun storytelling experience about LEGO Space, a sub-genre in the LEGO world. The LEGO Space collection is super cool and contains over 300 individual lego sets, so this website is not intended to be comprehensive-meaning I will not be attempting to create 300 pages on this one website dedicated to each set. Rather, I will attempt to provide a overview encapsulating the world that LEGO Space composes as a whole, and will showcase certain LEGO Space sets as examples from this vast LEGO theme.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Lego_Space, as well as some photography. I will also be pulling a lot of imagery from Google and YouTube to find

3. Audience

This site will be seen and reviewed by my instructors and likely some of my classmates. I will be sure tailor my site to be built with my instructors' guidelines and the assignment requirements in mind.

4. Message

The message I am trying to convey with this site is a fun opportunity to think about expressing something I'm interested in through a different medium. Legos can be a

simple toy to play with or an incredibly technical and precise activity depending on the amount of pieces you are working with and whether or not you have a specific goal/outcome in mind for your project. This is reminiscent to me about what we have learned about coding with HTML and CSS. It can be as simple or as complex as the user devotes the skill and time to, and can be used as a means to construct as you go or build with a plan. So I think it will be cool to carry the theme of “building” into my site as I present in within the context of my favorite LEGO genre.

5. Tone

The tone here should be fun and creative. I want the site to be playful and interactive where the user is excited to explore and learn more about LEGO Space on the site. I want them to be drawn to playing with the site the way I am with the legos.

6. Visual Style

I want the visual style of my website to reflect that of the overarching LEGO style and more specifically the LEGO Space aesthetic itself. I want to use geometric and block motifs and font styles in this website to convey a lego and building block visual language. To tailor it specifically to LEGO Space, rather than making the site rainbow multi-colored the way lego blocks as a whole are expressed, I want to refine my color palette to be more focused in dark hues that are reminiscent of outer-space, with accent colors for science-fiction, alien, and solar system themes. I also want it to feel a bit mechanical because my favorite part of the LEGO Space sets is building the rovers and spaceships.

7. Images on the next page:

