Creative Brief

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Project Title: X-Men website

1. Project Overview

I want this website to be sort of an introduction to the X-Men for audiences that may not be as familiar with the group as a fan would be.

2. Resources

There's a ton of images I can get from movies, comics, shows, and just generally on Google. Additionally, there is an [X-Men fandom wiki](#) and a [Wikipedia page](#) for the X-Men for copy text.

3. Audience

The site will be primarily visited by my peers in the class and its instructors, which I can assume that a large portion of those people will not be avid X-Men fans (although some may be). It's unlikely children or older adults will see this page

4. Message

I'd like to emphasize the social issues addressed by the idea of the X-Men since I think a lot of people don't realize how many allegories there are. Other than that I just want it to be informational about the group and its surrounding information (history, formation, members, etc).

5. Tone

I'd like it to be playful but also cool, both powerful and funny. Since it is informational it will also be slightly formal in its presentation of information and also educational.

6. Visual Style

I think it would make sense to have a visual style that is reminiscent of the comic book - that is things that look a little hand drawn or organic, with the vibrant colors associated with the characters. Blue, yellow, and red stand out particularly for a color palette.