Creative Brief

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Project Title: Kirby and the Forgotten Land Microsite

This will be a website about a video game called Kirby and the Forgotten Land. The website will be divided into multiple different pages with a navigation bar on top. It will focus on the character Kirby and the aspects of gameplay.

1. **Project Overview**

   The goal of my website is to provide a playful, cute, and fun informational website about various aspects of the character of Kirby and the recently launched game of the Kirby series.

2. **Resources**

   Copy is available at

   https://en.wikipedia.org/wiki/Kirby_and_the_Forgotten_Land

   As well as other Wikipedia pages about Kirby as a character. There are a lot of images and videos of the character and gameplay available online on Google, Youtube, etc.

3. **Audience**

   The audience is anyone who is interested in video games or familiar with Kirby and the Kirby game series. Anyone who owns a nintendo switch will also be an audience as they can try out the game themselves. Although it will be viewed mostly by my peers and instructors, I hope to make the website somewhat promotional to encourage people to play the game.

4. **Message**

   I hope to showcase the design of Kirby and the game, and also provide information on the character design and how aspects of its brilliant character design allows Kirby to become a popular game series.

5. **Tone**

   The tone will be playful, cute, and fun. I plan to highlight the atmosphere of a fun adventure in a forgotten land, which is the plot of the game.

6. **Visual Style**

   I plan to use the color palette of the game, which will be predominantly pink, green, and blue. The visual image will revolve around the use of vibrant colors and cute images of Kirby. The website will somewhat follow the layout of the official website for the informational part of the website. The homepage will look more like the map of the actual gameplay, and the viewer will be able to navigate to different tabs through clicking on the map.

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