Avatar: The Last Airbender Microsite

Creative Director: Derrek Wang   Designer: Justin Guyton

Color scheme:
- Because of the setting of the show, stick with an earthy color scheme.
- Lots of browns and greens.
- Stay away from a stark, blank white. Feels too modern.
- For solid backgrounds, consider an off-white or a tan/beige.

Navigation links:
- Stick to a sidebar.
- Use tabs or ribbons, sticking with the older theme.

Page banners:
- Wide, big banners at the top of every page labelling the page.

Visuals:
- On the influences and movie page, make them very image-heavy; don't want the users to have to wade through blocks of text describing a picture, better to just have the picture.
- On the plot synopsis and character page, not too image-heavy is fine. These parts need a lot of text anyway.