

# Creative Brief

Christina Lee  
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## Project Title: Emma Watson Website

### 1. Project Overview

The goal of my website to be informational, but to present Emma Watson's life and past as well. Also, I wanted to inform the audience in a way how Emma Watson also participated social activism. She's not only a great actress, but also a great activist.

### 2. Resources

All of the content information is from: [https://en.wikipedia.org/wiki/Emma\\_Watson](https://en.wikipedia.org/wiki/Emma_Watson) and some photography. Some other images are all from Google images.

### 3. Audience

My audience for this website would be open to everyone. However, since this is focused on one particular person, a lot of people who are fans of Emma Watson and fans of her drama or movie she participated will be my audience.

### 4. Message

I just want to give a message to an audience that she performed perfectly as an actress, but also as a student, but also as an activist as well. I just wanted to inform people that how she is influential and capable in every aspects.

### 5. Tone

The tone here is more serious and historic rather than playful side because people who visit my website is trying to learn more about Emma Watson, but not looking for something funny or playful.

### 6. Visual style

Since, this is an informational page, I would like to minimize the usage of color, and try to use color to give some highlights and emphasis on important parts. It will be mostly black and white except for few color usage. I would like to keep it simple, so that the audience can focus more on the content and images related to the content.

