

Creative Brief

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Project Title: Journey to the West

1. Project Overview

- a. The goal of my website is to interest the viewer in the novel through not only interesting information and introduction, but also through physical appeal of the site.

2. Resources

- a. Wiki:https://en.wikipedia.org/wiki/Journey_to_the_West

3. Audience

- a. The audience will be students of interaction foundations and the professors. I assume the audience will not have extensive previous knowledge of this topic.

4. Message

- a. I want to highlight the long-standing cultural aspects of China, specifically this novel that is still heavily adapted today. I want to introduce it in a way that allows people to understand why exactly it is still popular today.

5. Tone

- a. The tone will be historical but also playful. The characters are fantastical, and I want to highlight the fantasy aspect as well as references to Chinese culture.

6. Visual Style

- a. I want the visual style to reference the Ming dynasty, with painting and ink textures, and faded, paper-like textures. I also would like to have reds and pinks as accent colors throughout the microsite because of Chinese cultural values associated with the color red.



b.

