Creative Brief

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Cowboy Bebop Website

1. **Project Overview**

   I want my website to give an insightful overview on *Cowboy Bebop*, while matching the show's western, galactic aesthetic. I hope to encourage people to watch the show.

2. **Resources**

   Copy can be found at https://en.wikipedia.org/wiki/Cowboy_Bebop. However, it is a bit sparse on stills from the show so I plan to get most of my images from Google or websites that collect screenshots from anime.

3. **Audience**

   The intended audience is my peers and professors, because it's more of a personal and portfolio project. I believe they are the people who will appreciate and enjoy my website the most. I want to make something for them that is both visually appealing and also easy to understand and browse.

4. **Message**

   I want to focus not only on the show itself but also its legacy and impact on the genre as a whole. My website will serve as a promotion for *Cowboy Bebop*, carrying its lively spirit and sense of adventure.

5. **Tone**

   I want the tone to be casual. This is not a super serious topic, so I don't want to portray it as such. My website should come off as low stakes with an approachable and intriguing topic.

6. **Visual Style**

   I definitely want to draw from imagery in the anime, particularly the main title sequence. I want to give it a gritty, grunge style paired with pops of color and expressive type. The viewer should be able to get a sense of the mood and genre of the show with only a quick glance. Here is some inspiration: