

# Creative Brief

Katherine Han

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## Project Title: Mr. Robot Website

### 1. Project overview

The goal of my website is to be informational but also eye-catching. I hope to convince those who have not watched the show already to watch it after to seeing my website and for those who have seen it I hope for this website to be a good source of additional info.

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Mr.\\_Robot](https://en.wikipedia.org/wiki/Mr._Robot), as well as some photography. There are a lot of other photographs available on Google Images as well.

### 4. Audience

This site is targeted towards those who might decide to watch the show or who already have. Therefore, the target age groups are most likely teenagers to middle-aged adults. This will also be a part of my portfolio though, so it is likely that my instructors will see and review it. It is also likely that prospective employers will see it. The audience will most likely not include children or people of higher than retirement age.

### 5. Message

I'd like to focus on the artful cinematography through the inclusion of photos, gifs, and videos as well as the critical acclaim the show has received in order to demonstrate the incredible craft of the show.

### 6. Tone

The tone I will be going for is impactful but serious to emulate the tone of the show.

### 8. Visual Style

I am aiming for an overall darker color palette but perhaps with neon accents to match the aesthetics of city night life. Two colors I am for sure including, however, is the bright red of the show's logo and black. I have included some photos as inspiration and possible visual directions.



