

# Creative Brief

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## Project Title: Ellen DeGeneres Website

### 1. Project overview

The goal is for the website to be informational, interactive, and fun. I want to illustrate how Ellen brings joy to so many peoples lives through both her sense of humor and her humanitarian acts.

### 2. Resources

The link to the Wikipedia article I searched is: [https://en.wikipedia.org/wiki/Ellen\\_DeGeneres](https://en.wikipedia.org/wiki/Ellen_DeGeneres), which includes ample information along with some pictures. Other photos can be found on Google Images etc. High quality images are preferred!

### 3. Audience

Since Ellen has such a large and diverse fan base, I want this website to appeal to all ages. I will also be including the website in my portfolio which instructors and potential employers will see. This is an informational website, intended to inform people on all that Ellen does to give back to the community.

### 4. Message

I want to convey how Ellen uses her fame and influence to better society. Ellen is not only a famous talk show host, but also a social activist. I want the site to be appealing and engaging to all, just as Ellen.

### 5. Tone

I want the tone of the website to be playful and engaging to reflect Ellen's personality. However, I also want the site to be simple and easily navigable. Since this website will likely be shown in my portfolio, I also want it to fit naturally with the rest of my design work. A balance between an illustrative aesthetic and delicate, modern design is the goal.

## 6. Visual Style

The first color I think of when I think of Ellen is a bright and vibrant blue, given her logo and studio are dominated by this color. I think a combination of different values of this blue could look really nice on the website. Also, the type face choice should reflect the simplicity and modernity of the type on Ellen's logo. Definitely sans-serif typefaces.





Something like these could be cool and fun for the home page since it shows her playful personality.