Creative Brief

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Project Title: Hogwarts School of Witchcraft and Wizardry

1. **Project overview**
- The goal of my website is to be informational about Hogwarts and the background behind Harry Potter. It will include images and color palettes that match the mysterious, wizard-like background and themes of Harry Potter.

2. **Resources**
- Link to wikipedia page is here: https://en.wikipedia.org/wiki/Hogwarts, with some photos included within. There are plenty of other photos on google images of both the school and characters.

3. **Audience**
- The audience includes anyone who's read or seen the Harry Potter book or movie series. This book/movie audience extends a wide range of ages, from elementary schoolers to adults, so the page should be viewable by all.

4. **Message**
- I want to focus on the fact that Harry Potter is a great series for people of any age, and how there's interest and depth to Hogwarts, the houses, classes, and life there.

5. **Tone**
- Magical, mysterious, but also intriguing, interesting for any age

6. **Visual style**
- To follow the magical, mysterious themes, probably a dark background color like dark grey. A lot of pictures of Hogwarts are at night, with lots of clouds and stars. Each separate house (Gryffindor, Hufflepuff, Ravenclaw, and Slytherin) should have their separate pages have color schemes to follow the color themes of their houses (i.e. scarlet red and gold for Gryffindor). There can be pictures of each character with a small description under the famous characters for each house. For the top navigation bar, there should be two buttons on either side with a button for hogwarts / Harry Potter in the middle that leads back to the home page.