

Creative Brief

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Project Title: J K Rowling Website

1. Project Overview

- a. The goal for my website is to present Rowling in context of all of her books and work, and some of the struggles that led to Harry Potter. Also I want to convey how influential I feel Rowling and Harry Potter was on our generation.

2. Resources

- a. [https://en.wikipedia.org/wiki/J. K. Rowling#Harry Potter films](https://en.wikipedia.org/wiki/J._K._Rowling#Harry_Potter_films)
- b. There are links to the Harry Potter books' wiki pages on here as well.
- c. There are some photos on here that are of her childhood home, a café she wrote Harry Potter in. Maybe finding more photos that are kind of "behind the scenes" of how Rowling made Harry Potter and her other works.

3. Audience

- a. It is informational, and will be seen mostly by professors, possibly by future employers (mostly people of middle age).

4. Message

- a. I would like to focus on, the factors that went into making Rowling who she is today, what led her to create Harry Potter, and her published work. I would also like to focus on how influential Harry Potter was for our generation, and how quickly she became a success for it.

5. Tone

- a. I think the tone should be elegant, warm, intelligent.

6. Visual Style

- a. I keep picturing Pottermore, I like the deep rich colors, typeface, and the simple design. I am picturing red, blue, gold or silver colors, which is also very Pottermore, so if you have other ideas that deviate from this please explore them.
- b. I also could see something that has a paper texture background with ink illustrations like the Marauder's Map. The site could kind of be like a map of the places and things that Rowling has stopped at and done in her life. However this idea could get messy quickly, and a clean and sharp design might look better.

