

# Creative Brief

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4/2/19

## Project Title: The Making of Avatar: The Last Airbender Website

### 1. Project Overview

- a. The goal of my website is to show how this tv show is unique in its creation and themes and thus deserves all of the acclaim.

### 2. Resources

- a. Copy is available at

[https://en.wikipedia.org/wiki/Avatar:\\_The\\_Last\\_Airbender#Conception\\_and\\_production](https://en.wikipedia.org/wiki/Avatar:_The_Last_Airbender#Conception_and_production) as well as some pictures (lots of which come from links to other Wikipedia pages embedded in the article). More can be found on Google Images if needed.

### 3. Audience

- a. This is an informational site (won't be commercially promoted) but my instructors will probably see and review it as a part of my portfolio. The audience might include a few children (avid fans of the show) but is much more likely to include people in their late teens to adult age— aspiring artists and creators or people who just want to know more about how the show came to be because they loved it so much.

### 4. Message

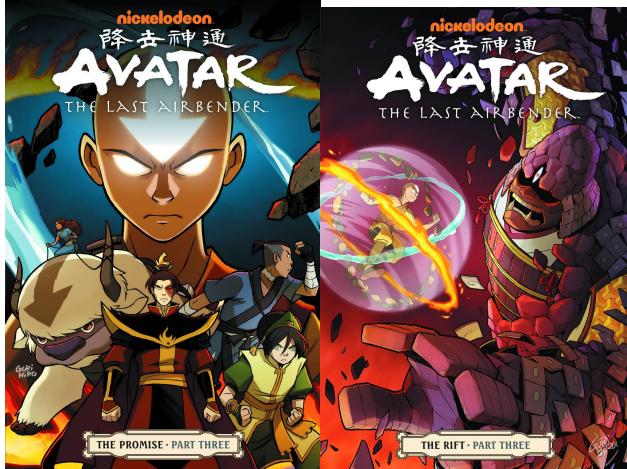
- a. I want not just to list of the show's successes but talk about why it deserves all the acclaim— what was unique about its production/inspiration, and what it does that most kids shows do not (for example the themes it touches upon).

### 5. Tone

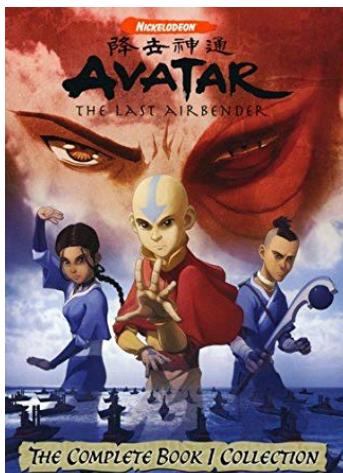
- a. I want it to come across as inspiring. It shouldn't read as a boring 'this is a list of the entire history of the show,' it should have a bit of creativity to it. I want to highlight its uniqueness and the interesting sources of inspiration.

### 6. Visual Style

- a. I think the design should invoke the same feelings as the show, but I have a few different directions I might want to go (listed in order of preference).
  - i. A color palette that invokes ideas of fantasy with some nice saturated colors and a good mix of hot and cool hues (blues and oranges, purples, pinks and yellows). It would be nice to get some hand drawn art for images or something that matches the style of the show, maybe even some pencil drawings to give it a personal touch. Nothing neon, but the colors need to be strong, not pastel (for the most part. Make sure there's contrast in value and the background isn't too saturated or it'll be distracting).



- 1.
- ii. A crimson and blue themed site much like the colors pictured below. Nothing too bright/neon but with some saturation; it should have a sort of 'serious conflict' idea in color scheme alone. Perhaps some of the type for titles look like brushstrokes like the title below. Some of the pages could be monochrome (either all blue like the bottom half of this image or all red like the top half).



- 1.
- iii. A very earthtone color palette. For this one perhaps look at some of the mythology that inspires the show depicted in art forms. The colors would all be pretty muted except for perhaps one (mostly yellows and oranges with a little blue like the picture below). This would again hopefully have a little bit of a personal hand-drawn sort of feel to it. Don't make everything too grey or brown, though; it needs to still look new and not freshly dug up from an old history textbook.



- 1.