

Creative Brief

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Project Title: Pokemon Website

1. Project Overview

I want the website to be informative but fun (perhaps it can share a similar aesthetic with the pokemon games). I want it to be enjoyable to everyone, whether or not they like/know about pokemon.

2. Resources

The topics I outlined can all be found at <https://en.wikipedia.org/wiki/Pok%C3%A9mon>

There are many images available online

3. Audience

The audience can range from someone who knows nothing about Pokemon (but has some interest in it) to an avid fan. It really shouldn't matter the age.

4. Message

I want it to promote how fun the franchise is. It might be nostalgic for some and completely new information to others.

5. Tone

The tone is definitely light-hearted and playful. It is nothing serious, so there really is no limit to the format.

6. Visual Style

I would imagine the website to have many bright, pretty colors, just like the Pokemon themselves do. I have inserted some reference images below.



