Creative Brief

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Project Title: Friends Website

1. Project overview

The goal of this website is to share some basic information about the tv series Friends and enthusiasm about the show with other Friends fans. Also, for those who are new to Friends, quick overview of it would be a great chance to become familiar to this great show!

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Friends, as well as some photography. I'm also trying to find some related links about Friends and provided on related resources page.

3. Audiences

It's for people who either loves the Friends series or who are curious about it. It won't be a strictly information-focused site. It will be very easy to access for all range of age and gender.
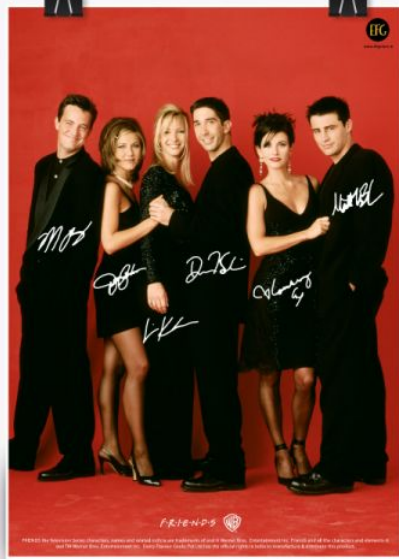
4. Message

I'd focus on how great and fun tv series it is. I want to share what characteristics of Friends made it so appealing that it gained so much popularity back then.

5. Tone

The tone won't be really formal. It would rather be familiar and bit playful, to match with the goal of this website.

6. Visual Style

It would be quite simple. Various colors of image will mainly decorate the page. I might end up with some kind of vintage design, representing the end of 1990s and the beginning of 2000s – when Friends was aired. The overall colors won't be too colorful, but few strong colors would highlight the page.

F·R·I·E·N·D·S

- DRESS LIKE *RACHEL*
- FLIRT LIKE *JOEY*
- CLEAN LIKE *MONICA*
- SING LIKE *PHOEBE*
- JOKE LIKE *CHANDLER*
- LOVE LIKE *ROSS*