

# Creative Brief

Michelle Kwan

3/26/2024

## **Project Title: *Avatar: The Last Airbender* Website**

### 1. Project overview

The goal of my website is to provide a fun, informative experience for people to learn more about the world of *Avatar: The Last Airbender*, specifically the animated version. I want to emphasize the world building and the characters.

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Avatar:\\_The\\_Last\\_Airbender](https://en.wikipedia.org/wiki/Avatar:_The_Last_Airbender), as well as some photography. There are a lot of other photographs available on Google Images as well.

### 4. Audience

This is a fun experience for people who are fans of the show to discover more about the characters and the development of the show that wasn't shown in the show.

### 5. Message

I'd like to focus on how much there is explore about the show and how much development and planning went into building this world and the characters.

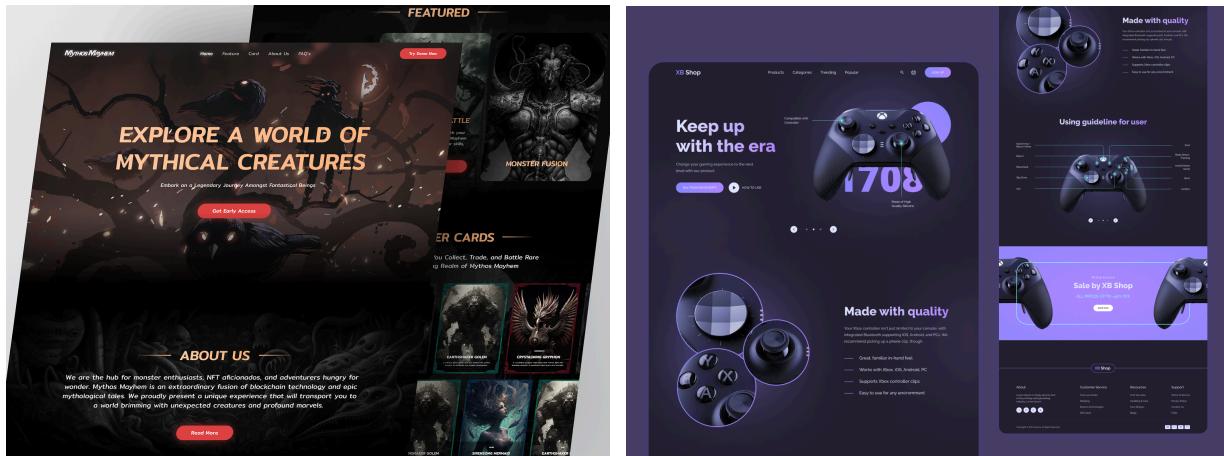
### 6. Tone

The tone here I think should be entertaining and cool, offering the audience to explore the site with strong visual imagery.

### 8. Visual Style

There are two approaches I'm considering: 1. A more sleek look with a black background and white text with the colors coming from the elements and characters and 2. An ancient scroll feel that highlights the influences of East Asian art and mythology.

Here are a couple of images of inspiration or ideas.



(but rather than a dark, gloomy feeling, it'll be more colorful)

