

# Creative Brief

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## **Project Title: Hogwarts School of Witchcraft and Wizardry**

### **1. Project Overview**

The goal of my website is to be informational and encompass the culture and atmosphere of Hogwarts school.

### **2. Resources**

The copy for the website can be found at <https://en.wikipedia.org/wiki/Hogwarts>.  
Photos can be found on <https://www.wizardingworld.com/> and additional photos can be found on google.

### **3. Audience**

The website will be made as if the audience is prospective students and families. However, in reality, the audience will be professors, classmates, and potentially possible employers.

### **4. Message**

With this site I hope to focus on the rich history of the school and its organization, while emphasizing the welcoming environment.

### **5. Tone**

The tone of this website should be magical/whimsical as well as academic. I want to convey the whimsy while balancing function.

### **6. Visual Style**

The visual style will be inspired by private school websites as well as Hogwarts. I aim to draw from the color palette of the four houses, as well as the beige of the castle. Darker colors may also be used to make the images pop and feel like they glow a bit more. Please find visual inspiration below

Academic website inspiration:



This image shows a section of the Deerfield Academy website. On the left, there is a vertical sidebar with decorative patterns. The main content area has a white background. It features a red rectangular callout containing a photograph of students sitting outdoors. To the left of the callout, the text "With a House to Call Home..." is displayed. Below this, a small red button with the text "LEARN MORE" and a right-pointing arrow is visible. To the right of the callout, the text "...and a Table That Transforms You..." is displayed, accompanied by a small blue circular icon with a white figure symbol. At the bottom of the page, there is a photograph of two students in a hallway.

Colors/tone:

