Creative Brief

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Troll Doll Website

1. Project overview

- I really want my website to be fun and nostalgic, while also being informational. Hopefully, the user might think twice when they see a bundle of troll dolls being sold at their local thrift shop 😊

2. Resources

- Copy is available at https://en.wikipedia.org/wiki/Troll_doll.
- Lots of photos on Google Images.
- https://trolls.fandom.com/wiki/Troll_Dolls is also a huge resource for a deeper dive on its history.
- https://www.ranker.com/list/most-valuable-troll-dolls/jenn-dzikowski
- https://nostalgiacentral.com/pop-culture/toys-games/trolls/
- https://www.smithsonianmag.com/innovation/colorful-history-troll-doll-180974634/
- https://www.thesprucecrafts.com/troll-dolls-overview-774728#:~:text=Small%201960s%20trolls%20can%20be,Dam%20trolls%20from%20the%201960s.

4. Audience

- I think I want this to be aimed at people who are interested in vintage collections and toy collecting, but fairly informal and not meant to be commercial. Demographic is all across the board… toys aren't necessarily only for children.

5. Message

- I'd like to showcase the evolution of the Troll Doll, as well as some of the interesting and unique designs that have come up through the years.

6. Tone

- Definitely going for a super playful vibe. I want it to be energetic while still being informational.

8. Visual Style

- I want to lean into the visual style of the Troll Dolls themselves, so I'll be using a wide variety of saturated colors to emulate the colorfulness of the dolls. Since Troll Dolls are often associated with 90s nostalgia, so I'm planning on taking cues from early websites while trying to put it into a modern context. Think geocities vibe but in 2022. I think it'd be fun to include gifs and maybe try to find a way to add a cursor effect that hopefully won't be too distracting.

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