Creative Brief

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Project Title: Tom and Jerry

1. **Project Overview**

   This website aims to give a more extensive history to a classic animated TV show that is welcoming and comical. I would like people to understand the history and evolution behind these characters and how these changes reflect the growing changes in our society.

2. **Resources**

   Most of the content can be resourced here:
   https://en.wikipedia.org/wiki/Tom_and_Jerry
   Other images may be sourced from Google.

3. **Audience**

   This is an informational website that will not be used commercially. I hope through the imagery of the website, anyone who is interested in animations will be intrigued to read further about the history of this show. I also hope it will be interesting for those who are familiar with this show from viewing it in the past when they were children to leave with a more insightful background in the development of the show.

4. **Message**

   I would like to focus on the evolvement of the show over the years as well as how societal standards have changed the way the plotline is made (censorship) and how characters are perceived.
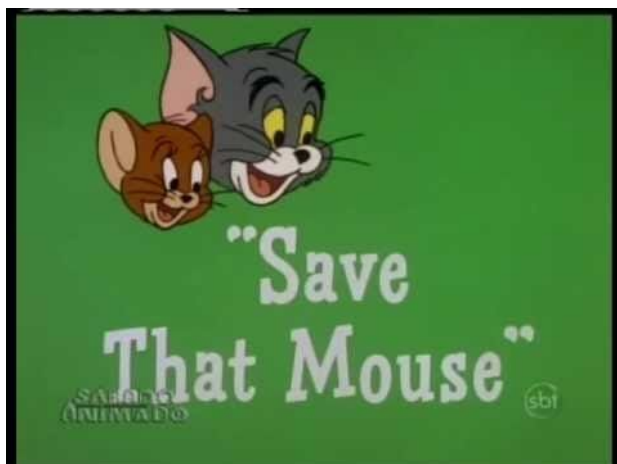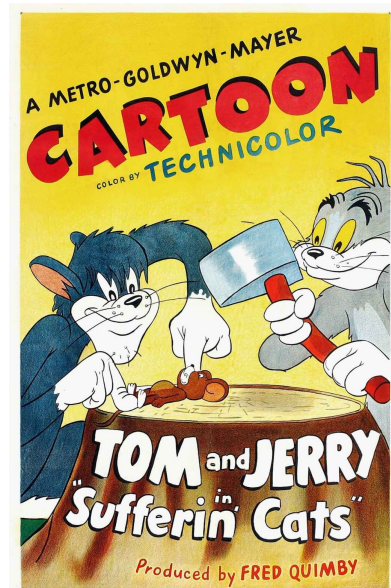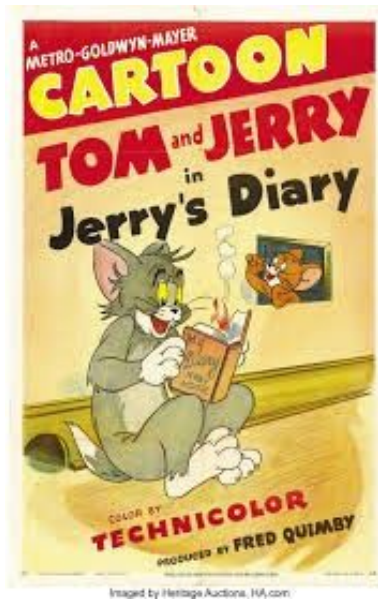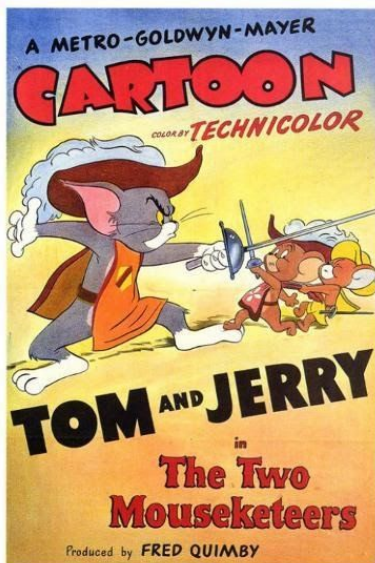
5. **Tone**

To reference the characters/plot of the show I would like an animated and playful tone which can be conveyed through color/type/and movement of buttons or words on the page, but I hope that the page does not get too loud/busy.

6. Visual Style

I was thinking of using more muted tones and a more grainy/paper texture for the website to convey a more nostalgic viewpoint to the show. The placement of text and typestyles make be added more in an angular way rather than in a grid-like the posters I have put below. Tom and Jerry also open up each episode with the lion screaming/ an episode title page which might be fun to place on the navigation bar or on the homepage of the website.

Posters:

Opening scenes: