

Creative Brief

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Oct 31 2023

Project Title: Animal Crossing: New Leaf Website

1. Project overview

My goal for this website is to provide some general information about the game, its gameplay as well as its developers. However, I also want it to feel like its own little intimate, quiet world.

2. Resources

My main resource is the wiki site:

https://en.wikipedia.org/wiki/Animal_Crossing:_New_Leaf#Development.

However, I'll probably have to find some photos for the characters and more gameplay. I'm not sure how I'll go about that yet since I'm considering using higher quality/newer photos of the characters vs the characters rendered in the older game's style and/or gameplay.

So for example:



(New Horizons ^)



(New Leaf ^)



(New Leaf Gameplay ^)

(I might go with either the middle or right one)

4. Audience

I think I want this to be like a “tribute/love letter” of sorts to the fans of the franchise. Which is why I was considering including “fan lore” and other things related to the community within the content outline. But I am very uncertain of doing so, so, I think I will just stick to the Wiki page for now for the main core of the content to keep things simple. I still want it to be a little informational for the general

audience, so people can have a little peek into the hype and love of this game. So, not SO specific that it excludes others who are curious.

5. Message

I just want to show how enjoyable, relaxing, and cute this game is. This game is very dear to me and I just want to show what the hype is all about.

6. Tone

I want the tone to be **casual, relaxed, chill, nostalgic**. Something to read when you're doing a deep dive on the internet. I kind of want it to feel like its own little world*. Like, if you are one of those people that watch really specific deep dive video documentaries about things- I want this to feel like that. I sort of want this to be absurdly specific but not necessarily niche if that makes sense. Something specific that is enjoyable for everyone- fans and not.

**which kind reflects the game, since the game itself feels like its own little world.*

8. Visual Style

Right now, I am considering using and/or combining visual elements from the wii/wii-u console, 3ds console, and the game itself.

I'm not sure how I want to convey it, but I want it to feel private- like a little journal entry- but also nostalgic (Specifically Nintendo nostalgia. Think super mario galaxy, wii, etc... late 2000s-early 2010s era).

I was thinking I could somehow use an open 3Ds as a frame. So, I'd have the screen space be for the content somehow?

Maybe I can include screencaps from the game as the background image?

I can also use the game typefaces for the font? Also I could maybe use speech bubbles as the content blurbs.

It would be cool to have a little audio blurb playing as you explore the site too but I might be getting ahead of myself.

I included some reference photos on the following pages as to what I'm considering using or drawing inspiration from.





<<< ACNL gameplay



<< ACNL gameplay



<< Wii U homescreen



<< 3ds homescreen



^THIS image is a good example: It encapsulates almost exactly what I want this site to feel like.

Two main themes I am noticing is: 1) Lower poly render and 2) round/bubbly elements