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Creative Brief: Neon Genesis Evangelion Website

1.Project Overview
The goal and the purpose this website will serve is to introduce the general younger public to the show (which originally ran in 1995) and spark new interest. The website should replace the dated look of the original show / expand upon it with the use of color and design sensibility. It's an informative website, but only to a degree. Making visually engaging and alluring web pages takes priority.

2.Resources
https://en.wikipedia.org/wiki/Neon_Genesis_Evangelion
http://evangelion.wikia.com/wiki/Main_Page
http://wiki.evageeks.org/
There are plenty of visual resources available online across many different websites.

3.Audience
Younger audiences in their 10's and 20's who haven't heard about the show. Prospective employers will also be looking at this, so the website should appear fairly professional.

4.Message
Neon Genesis Evangelion means a lot to many creatives, and is praised for its originality and complexity. It was designed to be a work of art when so many other artists in the field were only seeking to make products for their audiences. The many different aspects surrounding the show, like its characters, themes and the director's personal history, provides a glimpse of this passion still so rare in the industry today.
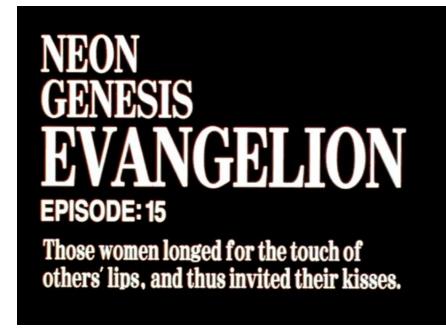
5.Tone
The show is fairly dated, which means it's unpalatable for the majority of the younger audience. I would like the website to take a slick, modern and graphical tone to negate this.

6.Visual Style
The website will build upon the existing aesthetic of the show, while at the same time rendering it in more modern language. For example there's the iconic style of typography by Norihiko Nezu which is almost synonymous with the series.

The typeface is called Ryumin.

This might be TNR condensed bold that is horizontally squished or something (77%)

The series is full of eye catching, colorful imagery, which should translate nicely into a graphical and design heavy webpage.