

# Creative Brief

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## Project Title: Pokemon Website

### 1. Project overview

The goal of my website is to be informational (essentially, a reference for anyone who's interested in or wants to learn more about Pokemon).

### 2. Resources

Here is the Wikipedia page:

[https://en.wikipedia.org/wiki/Pok%C3%A9mon#Game\\_mechanics](https://en.wikipedia.org/wiki/Pok%C3%A9mon#Game_mechanics)

The official website also has information and images:

<http://www.pokemon.com/us/>

### 3. Audience

Since the target audience for Pokemon is children and teenagers (though adults also play), the website should also be geared towards a younger audience. However, it should still maintain a level of sophistication that appeals to other age groups as well.

### 4. Message

I want to cover the many aspects of Pokemon – the games, movies, etc. but I also want to include the influence it's had in the real world.

### 5. Tone

I feel the tone should be playful – not corporate or serious.

### 6. Visual Style

Since “playful” is often associated with being colorful, I suggest using color to make distinctions within the website – titles, sections, pages, etc. If you go on the official website, it uses saturated colors (from red to purple) as highlighters, as well as white, gray, and black as the main colors. Just as suggestions, you could go for a clean aesthetic (that can emulate gameplay-

elements) or you could try something bolder too (high contrast, lots of images, etc.).

