Creative Brief
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Project Title: Gilmore Girls Website

1. Project Overview

The goal of my website is to display the main content of the television show in an informational way that draws the viewer in, and emphasizes the aesthetic and feel of the show's culture. I want viewers who have not seen the show to be convinced that they should watch it, and current fans of the show to appreciate the quality of the website's function.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Gilmore_Girls, as well as many images available on Google Images and the Gilmore Girls official Facebook page.

4. Audience

This site is strictly informational, and is meant for both fans and non fans of the show. Probably mostly women, but I want it to be welcoming to those who are not familiar with the show, and those super fans looking for extra information.

5. Message

As I stated previously, I want this site to be a source of information about the basics of the show and its characters. Non Gilmore Girls fans will use this website as background information to learn more about the series, while fans will use the source of extra information or confirmation source.

6. Tone

The tone of this site should be upbeat and sweet. Definitely a 'comfort' vibe, as I want the viewers to feel cozy just like the culture of the show feels. I think it can still have a modern approach, but it should definitely be playful.

7. Visual Style

My vision for this website is a combination of homemade and modern aesthetics. I think a lot of this will be based off of typeface selections (something with a personality, I'd recommend) and pictures. It should definitely use autumn images and colors, since that is the first thing that comes to mind when I think of

the show's culture. Maybe some worn out textures or expressive type to get more of the upbeat, whimsical small-town vibe. Inspiration images and websites below:

This website uses fun type and interesting textures to emphasize the autumn/comfort feeling http://www.eckerts.com

The layout of this website is nice in terms of scrolling through different types of information (although too girly) http://cupcakeroyale.com

This site is more modern, but I think it's really successful. It balances out the modern feel with playful type to give it a more youthful vibe http://thegranolabarct.com

Again with the playful type/ this is an actual Gilmore Girls poster that just came out for am event