

Creative Brief

Rose Suna

11.9.16

Project Title: FRIENDS show

1. Project Overview

My goal of my website is to give a general overview of the beloved TV show FRIENDS. I want this website to not just give a description of the show but also show how infomercial and impactful the show was and is.

2. Resources

I want the information for my website to come from <https://en.wikipedia.org/wiki/Friends> (some information can come from the linked wiki pages that are about a certain season or episode) and <http://www.warnerbros.com/tv/friends-complete-series-collection>.

3. Audience

This is an informational site. The target audience is people who have seen the show but it is also informational for those who haven't seen the show or don't really know about it.

4. Message

I think that the website should focus on the favorite clips/ episodes. I also think there should be a focus on the legacy and the impact that the show had. Its high ratings, and how it influenced TV after it.

5. Tone

I want the tone of the website to be comical and upbeat, like the show. The typeface for the show is fun and light and I want that to be mimicked in a design way for the page.

6. Visual Style

I want the website to be reflective of the vibe of the show: upbeat and light. I want some of the colors from the title. However I don't want it to be too overdone that it become cliché and childish.

Here is some inspiration that I like



Here I some I do NOT like

