Creative Brief
Project Title: Westworld Website

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Project overview:

The goal of my website is to provide information about the new HBO TV series, Westworld. The site will focus on the characters, plot, and production of the show.

Resources:

Copy is available at https://en.wikipedia.org/wiki/Westworld_(TV_series). There are many photographs available on this page and on Google Images.

Audience:

The audience will most likely be adults, who either have or have not seen the show. The show is definitely not appropriate for children, as it is on HBO, but the website does not need to showcase the inappropriate aspects of the show.

Message:

I would like to communicate how complex the show is, both is production and in storyline. I have found this show to be extremely interesting and complex, and would like the website to be a resource for people who are confused about the show or looking to find more information before they start watching.

Tone:

The tone will be strictly informational. I do not want the site to contain personal opinion or critique of the show, but rather a clear resource for basic information and history regarding Westworld.

Visual Style:

The show creates this interesting juxtaposition between the high-tech labs where the hosts are actually created and Westworld itself – a Wild West themed amusement park. I think this information would be best presented in a sleek, modern way that potentially also incorporates "Wild West" graphics or typefaces.