

Creative Brief

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Project Title: Gilmore Girls Webpage

1. Project overview:

The goal of my site is to present information about Gilmore Girls in a way that highlights specific moments in the show and gives a more in-depth presentation of information for viewers of the show.

2. Resources:

The information is at https://en.wikipedia.org/wiki/Gilmore_Girls. I will be getting my photographs mainly from Google Images.

4. Audience:

The audience would be for people who watch the show, so there would be no need to withhold certain information for fear of spoilers. The audience that watches Gilmore Girls is probably adolescent to young adult, so I would need to make the content very catchy and engaging to retain the attention of the viewer

5. Message:

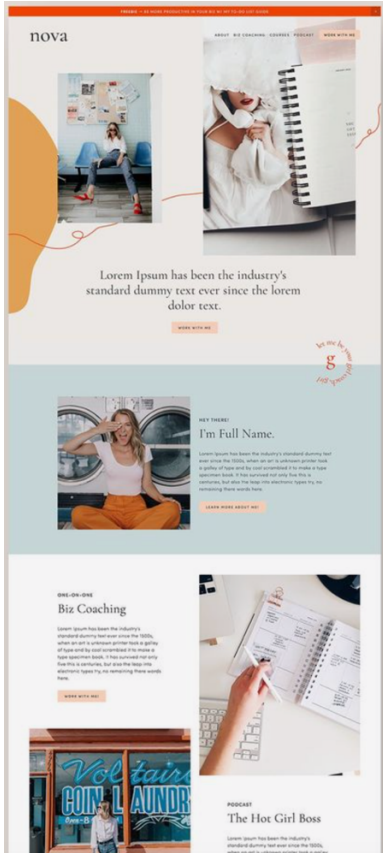
I want to focus on the depth and legacy of Gilmore Girls. There is such a large following to this show, I want to emphasize its cultural importance and the aspects of the show that make it so special through talking about and focusing on specific elements about the characters and plot.

6. Tone:

The tone should be playful, comforting, and relaxed. This show is a comfort show for many people, so I want to emphasize that through a friendly typeface choice and warm color scheme.

8. Visual Style:

I want this to feel almost like a scrap book, book, or town newspaper. I want to play up the idea of a small town or a close knit family by using some kind of hierarchy similar to those layouts.



(I like how elements are overlapping and how there are some hand drawn things)



(I like how each section has a different method of organization, some are image based and some rely on text more)



(this poster for the show has a color scheme that I want to emulate and even has a collage or grid like feel-so capturing this vibe would be great)