Creative Brief

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Project Title: Nintendo Wii Website

1. ### Project Overview

   The goal of my website is to be generally informational about the Wii. I want to frame my website in a way that details the history, build-up, and legacy of the Wii.

2. ### Resources

   Copy is available here with related links in the article. Photos can be found in both the Wikipedia page as well as just using Google Images.

3. ### Audience

   This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my final review stuff though, so my instructors will see and review it. Also, if it looks good, it's likely that prospective employers will browse it. Demographic information could be all across the board, and since it is about a game console, it could also include children, but most likely not adults over the retirement age.

4. ### Message

   I would like to focus on the importance of the Wii with its responsive, movement-based controls similar to AR/VR. The Wii has sort of become a cultural icon, and I wish to represent its history and legacy for Nintendo as well as how it has opened up the door to non-traditional gamers, specifically parents and other family members.
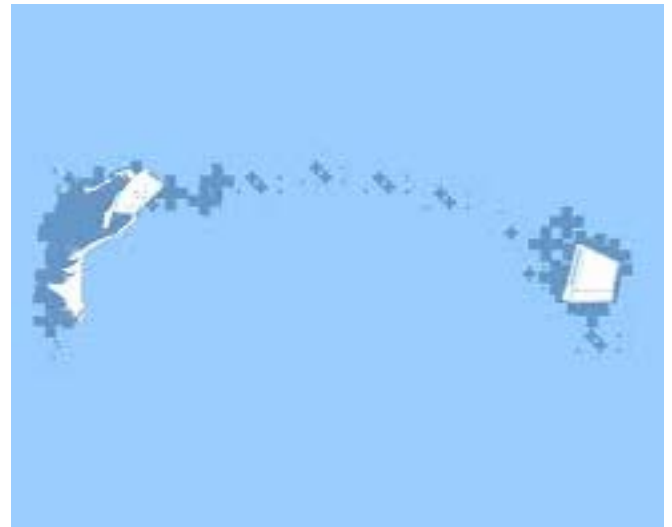
5. ### Tone

   It should be pretty fun and light-hearted. The Wii is a gaming console and I feel like that should be reflected in the way its written. It shouldn't be overly complex or numerical, and should feel like something engaging and playful.

6. ### Visual Style

   My instinct is to follow the aesthetics of the Wii itself. So a minimal aesthetic with black text on a off-white background with some hints of cyan in it. It should be very clean with some transparent frames/boxes/spheres that encapsulate the information on an off-white/gray tone. Additionally, the possible use of digital/pixel esque graphics will really help to play up the virtual and game console tone I wish to have. Font should also try to replicate the Wii's fun and playful style so I'm thinking of a rounded san-serif.

   I've attached some images to help you get an idea of what I'm talking about.

(but with like a white/grayish background color)