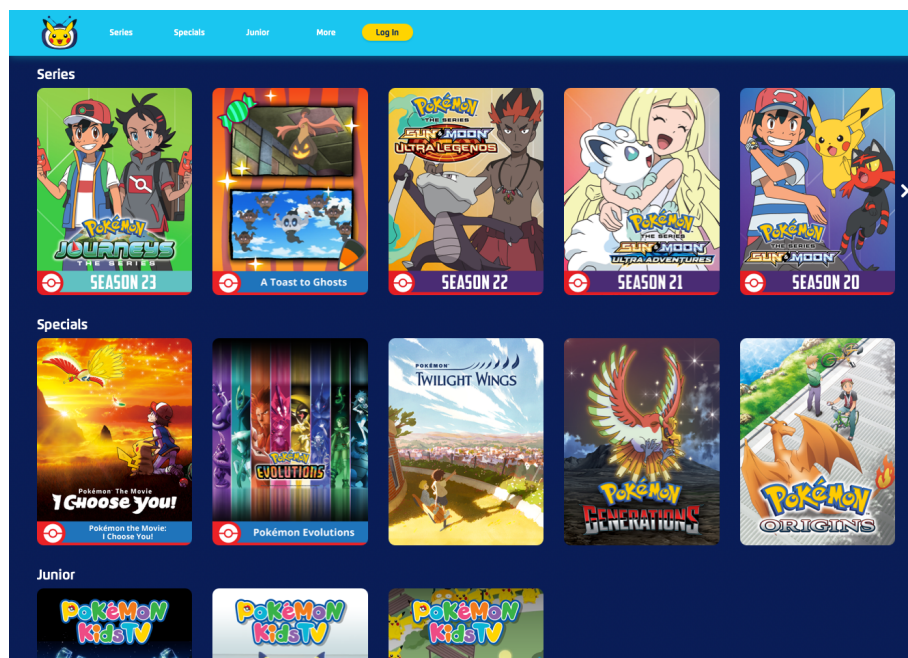


Creative Brief
Caitlin Kim
November 2, 2021

Project Title: Pikachu Website

1. Project Overview
 - a. I want my website to be a fun and cute site that deeply informs its audience about the Pokemon mascot.
2. Resources
 - a. The wikipedia page
 - b. Additional sources for the special Pikachu versions (from promotions and such)
 - c. Found images
3. Audience
 - a. This website will not be promoted commercially in any way. It will probably be part of my portfolio, so my instructor and potential employers may see it. There are no limits to which demographic my website could appeal to: children to adult to seniors can all view my site.
4. Message
 - a. I don't think I have a particular message for my audience. It just emphasizes Pikachu's global impact and how cute he is.
5. Tone
 - a. The tone should be fun, playful, and cute. Although not fully interactive, I want there to be moments of interactions that the audience can discover throughout the site that aren't necessarily obvious.
6. Visual style
 - a. I want the site to either match the color palette of the pokemon franchise - blue and yellow - or lean more towards a "cute" color palette with pastels (probably pink and yellow or something similar).
 - b. Here's some inspo:



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