

Creative Brief

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Project Title: Harry Potter Website

1. Project overview

The goal of my website is to be generally informational about the seven Harry Potter books and showcase the beautiful book covers from the 90's.

2. Resources

Copy is available at

- https://en.wikipedia.org/wiki/Harry_Potter_and_the_Philosopher%27s_Stone
- https://en.wikipedia.org/wiki/Harry_Potter_and_the_Chamber_of_Secrets
- https://en.wikipedia.org/wiki/Harry_Potter_and_the_Prisoner_of_Azkaban
- https://en.wikipedia.org/wiki/Harry_Potter_and_the_Goblet_of_Fire
- https://en.wikipedia.org/wiki/Harry_Potter_and_the_Order_of_the_Phoenix
- https://en.wikipedia.org/wiki/Harry_Potter_and_the_Half-Blood_Prince
- https://en.wikipedia.org/wiki/Harry_Potter_and_the_Deathly_Hallows

3. Audience

This is not going to be a super serious site, that being said it's going to emit a Harry Potter essence in a professional manner. The audience will be for anyone really into the books, young or old. It's not going to be super focused on one target audience. If you're a fan of the book, then you will like it (hopefully)

4. Message

I'd like to focus on the summary of each book, so if someone wanted a refresher they could read about it. I also want the vintage book cover art to take precedence.

5. Tone

The tone here I think will be playful, yet nostalgic. I want someone who read these as a kid to relive some of those precious memories.

6. Visual Style

Going to go for a neutral color zone in the background that doesn't conflict with the book cover art, maybe a lavender or blue/grey. The font I will use will be a sans serif that has some "magic" influences. Additionally, I will use the classic Harry Potter font for the title and home button.

Here are a couple of jpgs of inspiration or ideas.

