

## **Creative Brief**

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### **Project Title: Mario Website**

#### **1. Project overview**

The goal of my website is to talk about the history of Mario, his games, and the legacy he left behind in video games

#### **2. Resources**

Copy is available at

<https://en.wikipedia.org/wiki/Mario>, as well as some photography.

There are a lot of other photographs available on Google Images as well, and a Mario Wiki that has more pictures of Mario

#### **4. Audience**

This is a strictly informational site, and won't be promoted commercially in any way. The target audience is mostly for kids to adults. Developers and portfolio reviews may also come and see the site.

#### **5. Message**

While mostly for gamers, I would like the website to provide a general overview of Mario's accomplishments and history to the general public. I also would like the site to reflect on Mario's legacy in not just video games, but in popular culture

#### **6. Tone**

The website should be playful but informational. It shouldn't necessarily be kiddy, but inject some humor and fun.

#### **8. Visual Style**

Red would probably be a prevalent color theme, but other colors can also work. I would like the site overall to be clean in appearance with appropriate visuals. Some example websites to look at include the official Nintendo website and the Super Mario Run site as well, but not copy them outright

