

Creative Brief

Ryan Davis

11/1/2022

Project Title: Adventure Time Website

1. Project overview

The goal of my website is to be playful and capture the feel of the show rather than be super informational.

2. Resources

Copy is available at:

https://en.wikipedia.org/wiki/Adventure_Time

<https://cartoonpitchpro.com/adventure-time-pitch-bible/>

However, I plan on sourcing images from Google and possibly creating my own.

3. Audience

The intended audience is peers and fans of the show.

4. Message

I'd like to focus most on the personality of the show and its characters.

5. Tone

The tone should be fun and loose. I should avoid being too informational/wordy.

6. Visual Style

I am thinking of taking heavy visual inspiration from the show. This means being very colorful and dynamic.

