creative brief.
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sanrio friends

a) project overview.
I want the website to be informational—but not text-heavy—and fun to look at and interact with. More specifically, I want this to be a website aimed (mostly) toward children, with large, cute images, and brief character descriptions accompanying each character in simple language.

b) resources.
Here's the page about Sanrio, but here's where most, if not all, of the information will be drawn from. Wikipedia isn't the place for pictures, however; Google Images or the Sanrio site itself. I like this page in its utilization of images as links, and I just love how colorful it is.

c) audience.
I am thinking two types of people here: one, young children, and two, nostalgic twenty-somethings. I would also like this be a part of my portfolio; in other words, my instructors and prospective employers will see it.

d) message.
Since I largely intend for this site to be accessible for children, nothing too dense or deep here, just very cute.

e) tone.
That said, the tone should be conversational/friendly; simple language is best. As I've mentioned before, I do not expect this site to be text-heavy, maybe a few sentences dedicated to each character.

f) visual style.
Sanrio characters are memorable for their cuteness, so the site will highly prioritize imagery. I am thinking that the main page will be similar to the one I linked above in "resources": there will be an image for each character that is meant to be clicked on (I wonder if there can be a cute cursor as well), which will lead to that character's information page. I am thinking the characters could be arranged in a circle among a fun background (e.g. a Sanrio-styled park), sort of like a bunch of friends gathered together. Perhaps by hovering over each character, or click on them, the image will slightly change (e.g. facial expression, the image flips, etc.).

Here's a refresher of the characters I would like to feature:
1) Hello Kitty (Of course.)
2) My Melody
3) Keroppi
4) Cinnamoroll
5) Bad Batz-Maru
6) Pompompurin
7) Chococat

In no particular order. But maybe not two pink characters right next to each other…

If possible, I would hope that the style of the characters on the main page would be somewhat consistent (e.g. all black outline). Sort of like below would be ideal, but not necessary.

As for the characters' information pages, I am thinking that the background of each would correspond with the color of that character; Keroppi, for example, because he is green, will probably have a page with a green background (or

some color that corresponds with his shade of green). And speaking of colors, I am thinking of softer colors like the image below, nothing too striking and therefore hard to look at it (no neon yellow, please).