

Creative Brief
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Project Title: Snoopy website

1. Project overview

The goal of my website is to be informational about Snoopy by providing a deeper insight into the background/history in which the character develops into being. I want to give a well-rounded summary of the character to those who want a good idea of what Snoopy is.

2. Resources

I am going to be using wikipedia pages on Snoopy and Peanut:

<https://en.wikipedia.org/wiki/Snoopy>

<https://en.wikipedia.org/wiki/Peanuts>

I also found Peanuts Wiki, which is a wiki focusing entirely on the peanuts cartoon, so I will refer to necessary information from this website when needed:

<https://peanuts.fandom.com/wiki/Snoopy>

There are lot of photographs available on Google Images as well.

3. Audience

This is a strictly informational site, and won't be promoted commercially in any way. Though I will make sure to provide high-quality and credible information, I think my main focus would be enhancing the viewer experience where the information is well organized and easy to access. Demographic information could be all across the board, but the audience will primarily be young adults that already are experienced with using computers. It will not include children, or people of higher than retirement age.

4. Message

I'd like to focus on the history of Snoopy and Peanut and their lasting legacy today. I think it will also be interesting to reflect on what kind of impact/presence Snoopy has on people today despite the end of its comic.

5. Tone

Though Snoopy is a fictional comic character of a playful world, I want the tone of the website to incorporate formal qualities, where the text or formatting exudes an educational/informational atmosphere as I also go over historical aspects of the comic. I want to make sure that the viewers feel they are being delivered information/facts regarding this topic.

6. Visual Style

There are several visual styles I want to experiment with but with any of them, I want the information to be concise and well-organized with images taking up a great portion of space. The formatting I envision is similar this:

Embark & Vision
007 Product page
2020

- I like how clean, to-the-point each slide is. Minimal text if possible is what I hope to achieve.

Since Peanut was introduced as a newspaper comic, I think its newsprint aesthetic would resonate with its history. Vintage colors or effects would be best.



I am also open to experiment with more organic elements to integrate that childhood-like atmosphere through more organic shapes/letters perhaps as frames for images or handwriting like this:

