

Creative Brief

Cross Lawn

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Project Title: Dungeons and Dragons Website

1. Project Overview - The goal of my website is to be generally informational, but to present Dungeons and Dragons in a way that illustrates its success, not just as a game, but as a way to bridge people and communities together.

2. Resources - Copy is available at https://en.wikipedia.org/wiki/Dungeons_%26_Dragons, as well as some photography. There are a lot of other photographs available on Google Images as well.

3. Audience - This is a strictly informational site, and won't be promoted commercially in any way. The website will most likely target adults and young adults who may not be familiar with the game or its legacy.

4. Message - I'd like to focus on D&D's legacy and its positive effect on nerdy individuals, like myself, as well as larger communities.

5. Tone - The tone here I think should be lighthearted, fantastical, and exciting. I'd like to use D&D's colors to set the tone and create a welcoming and warm space for readers.

6. Visual Style - I'd love to use D&D's logo and brand colors. Incorporating tabletop game items throughout could also be a fun take on the site. The key is to maintain consistent visual language of balancing fantastical elements through a contemporary lens throughout the entire site. Here are a couple of jpgs of inspiration or ideas.

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