Creative Brief

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Project Title: Roald Dahl Website

1. Project Overview

As Roald Dahl's books are famous for moral lessons behind the stories as well as their fun, exclusive and bold ideas, I want to express such features in the tone and mood of this website while it introduces the author and his books. The goal of this website is to generally be informational, but more like a museum or movie feel, and in the end making audience to actually read his books.

2. Resources

The text I will be using can be found at the Wikipedia site,
https://en.wikipedia.org/wiki/Roald_Dahl
https://www.roalddahlfans.com/

For the summaries of the books can be found at wordpress.com,

https://asuliteratureproject.wordpress.com/book-summaries/
I will be using many images on Google.

3. Audience

This website is inclusive of all ages, not only for the people who have once read one of the Roald Dahl's books but also for the people who know Roald Dahl well but not as deeply as this website conveys.
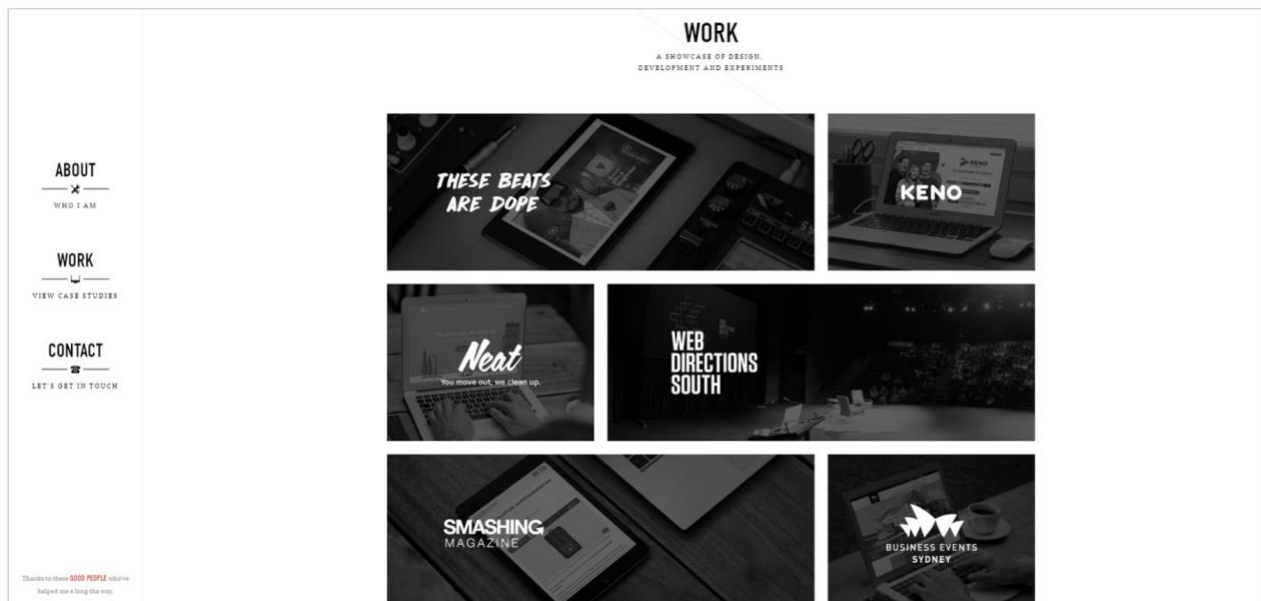
4. Message

In the sections of Roald Dahl's life, I would like to focus on his thoughts and minds behind the creative stories of the books. In the sections of introducing books, I would like to focus on the moral lessons each of those books convey and with fun and playful tone, lead audience to read the books.
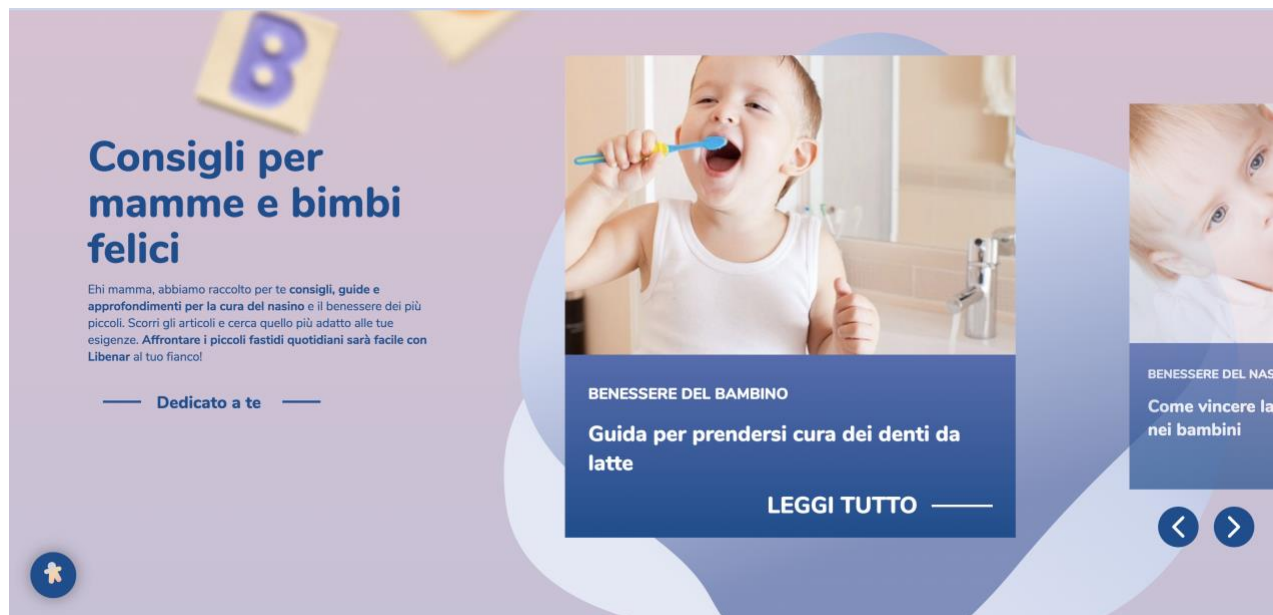
5. Tone

The tone would be mostly fun and playful for the audience to enjoy as if they are in the art museum, but will be profound at some points since the message of the website will be Roald Dahl's creative thoughts and minds as well as moral lessons of the books.

6. Visual Style

The main page will have both horizontal and vertical scrolls with separate sections briefly introducing each subpage. Screenplay page will be more like a movie theater.

Left Navigation Bar – two depths

horizontal scroll

Outdoor & Unterwegs

Children's Fiction Section – introducing specific books in detail with its own section, and list other books underneath in a grid so that the audience can easily navigate themselves to view other books.

https://adrienlaurent.fr/

Movie Section – motion inspiration (with movie theater-feel)
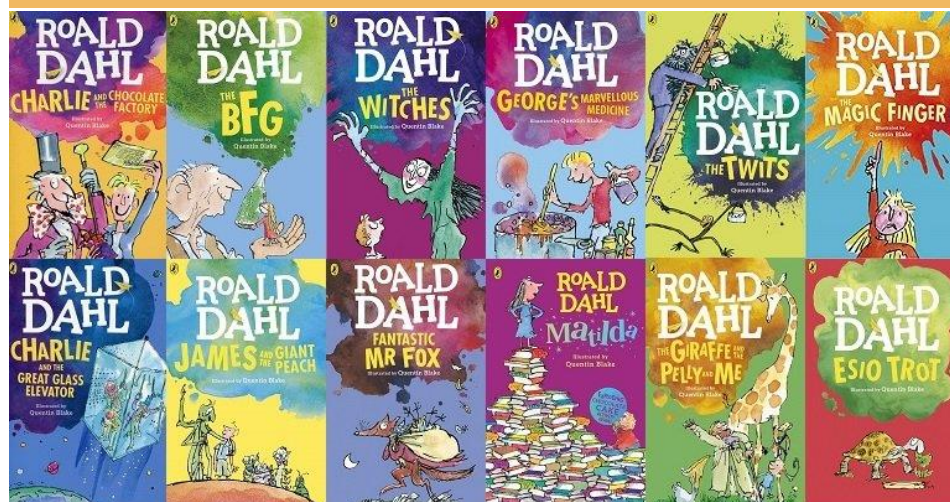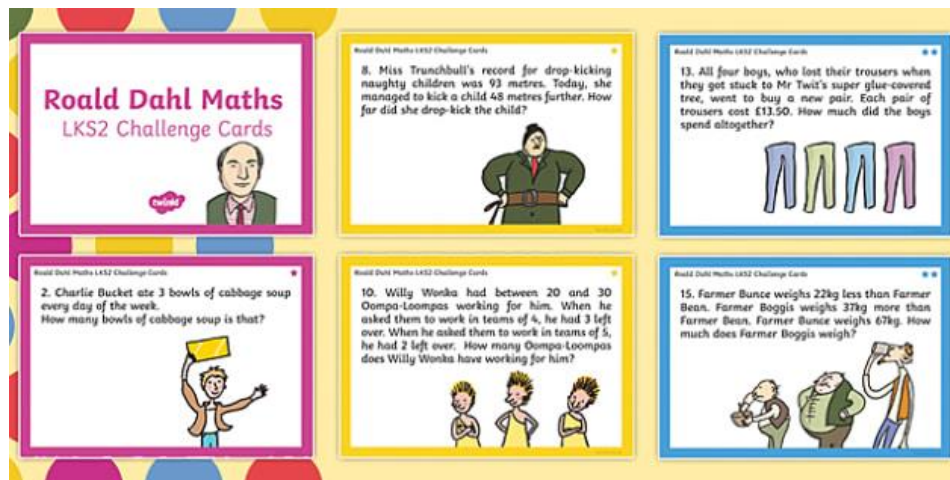
There will be a lot of images of Roald Dahl's books and their own drawings. Since they are very colorful and there's no consistent color scheme, I will use three to four colors that go well with specific images I would be using in each page. Each page will have different color palettes, but will limit to no more than two like the background colors of the second image.