Creative Brief

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Project Title: SpongeBob SquarePants Website

1. Project Overview

The goal of this website is to be fun and informative - designed to present an overview of the *SpongeBob SquarePants* series in a way that captures its tone. I want to provide a clear and organized introduction to the show, its characters, and its unique setting, while also including behind-the-scenes facts that fans and curious visitors would enjoy learning about.

2. Resources

Main source will be the Wikipedia page: https://en.wikipedia.org/wiki/SpongeBob_SquarePants. Other resources may include images from the series, screenshots, and potentially from Nickelodeon's official site or interviews with the creators. Any additional imagery (if there are) will be credited properly on the sources page.

3. Audience

The site will be informational and playful, aimed at a general audience. I think it will be especially meaningful for people who grew up watching it and want to learn more about the show's background or revisit its characters. This is a class project after all so instructors and my classmates may view it as well.

4. Message

This website aims to celebrate this phenomenal cartoon show. It lets its viewers appreciate the series in multiple aspects, such as the character designs and the production process.

5. Tone

The tone will be lighthearted, colorful, and cheerful to reflect the show's energy. It should make visitors smile and relaxed, while still conveying useful and organized

information. This won't be a serious or academic tone, but also not chaotic: i.e. while the design should feel fun, the structure will remain clean and easy to navigate.

6. Visual Style

The visual style will draw inspiration from the show itself: bright colors (especially yellows, blues, and sea-themed tones), fun fonts (yet still easily readable), and undersea visual elements like bubbles and maybe jellyfishes. I might include rounded buttons and playful hover effects.