

# Creative Brief

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## Project Title: The Owl House Website

1. Project overview
  - a. The goal of my website is to introduce people to the world of The Owl House and get them to watch the show
2. Resources
  - a. [https://en.wikipedia.org/wiki/List\\_of\\_The\\_Owl\\_House\\_characters](https://en.wikipedia.org/wiki/List_of_The_Owl_House_characters)
  - b. I also plan on sourcing images from google
3. Audience
  - a. This is intended for newcomers and fans of the show alike
4. Message
  - a. I want to show how much I love this show, and why it's so cool
5. Tone
  - a. I want to accurately portray the vibe and feeling of the show
6. Visual Style
  - a. I want to take inspiration from the show
    - i. Sunset/fall colors
    - ii. Salem vibes
    - iii. Surrealist imagery