

Creative Brief

William Kanu

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Project Title: The Office Website

1. Project Overview

The goal of my information would be to convey information about the show in a funny way. I want to include content that is funny that can encourage new people to join or be memorable for viewers that have already seen the show.

2. Resources

I will be getting the majority of my content from [https://en.wikipedia.org/wiki/The_Office_\(American_TV_series\)](https://en.wikipedia.org/wiki/The_Office_(American_TV_series)). I will obtain my images from google images.

3. Audience

I want my audience to be for everyone whether you've seen the show or not. My site will include a lot of information about the show so it should be great for new viewers. I want to display it in a way that parts will also be memorable for fans. Given the show has been popular for a while and is a comedy it can pretty much reach all demographics.

4. Message

Here I want my focus to be on the comedy aspect of the show. The office has a lot of dry and sometimes dark humor. So I want this to be depicted through the content.

5. Tone

The tone should be informational but also playful. I don't want the site to feel so information based that it feels boring. I'd like to have some cool design aspects to make it more engaging.

6. Visual Style

Here I might play around with how things are clicked like clicking the faces of the characters to navigate. I also want to add videos from the office which should help with getting

my message across. Since the site will be informational most parts will probably follow a more traditional design with how the information is displayed.

Below are some images I found that could be used for the site.

