

Creative Brief

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Project Title: Tamagotchi Website

1. Project overview

The goal of my website is to be informational as it captures the entertaining side of Tamagotchi but also its cultural impact

2. Resources

Copy is available at <https://en.wikipedia.org/wiki/Tamagotchi>

There are a lot of other photographs available on Google Images as well, and further research on specific Tamagotchi models on the official Tamagotchi website <https://tamagotchi-official.com/gb/history/>

4. Audience

This is an informational site, but since the Tamagotchi is a commercial product, it is likely to incite consumer interest. Demographic information would most likely be people who grew up with Tamagotchi, who are around the young adult age.

5. Message

I'd like to focus on the cultural impact Tamagotchi has had with it's ties to digital pets and Japanese culture spread to the US.

6. Tone

The tone here I think should be playful and bright. Since the Tamagotchi was marketed towards children, I want my website to feel engaging in the same sort of way

8. Visual Style

I want bright colors mixed with 8-bit imagery that reflects the Tamagotchi pets, such as using Tamagotchi sprites. I'm thinking sans serif would be best.

Here is some imagery:



Here is the visual style I want to achieve:



Really playful like this

