Creative Brief

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Minecraft

1. Project overview

The goal of my website is to inform users about the game of Minecraft, going in-depth about the gameplay, the different characters and worlds, and an informational section on how the game came to be.

2. Resources

There's copy available at https://en.wikipedia.org/wiki/Minecraft and plenty of imagery on the Wikipedia page as well as on the Internet. I also have the game myself, so I can take photos from my own gameplay!

3. Audience

Since this is an informational website, it's mainly targeted towards those interested in playing Minecraft. Although the game is mostly targeted towards children and teens, anyone can play and anyone can check out my website! Users who already play the game can get a look into how the game was developed.

4. Message

I want to focus on how great of a game Minecraft is and how it's a great way to unleash your creativity and have fun with yourself or friends. It's not a difficult game to play and there's so many ways to play it!

5. Tone

The tone I should go for should be more playful yet informative. Like I said before, I want to express how fun the game can be and with that, my website needs to be fun as well.

6. Visual Style

The most distinctive style in Minecraft is how everything is "block-like", so I definitely want to incorporate that texture into my website through font choice and visual hierarchy. I also want to include a lot of Minecraft imagery to make everything cohesive.
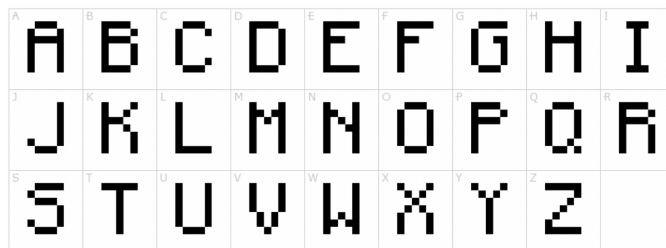
Color-wise, I was thinking of using the classic minecraft colors, mainly being green, brown, and gray. I want the website to look very Minecraft-esque, so that users can immediately associate it with the game.

Minecraft homepage

Characters!

Font style idea