

Creative Brief

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Project Title: Twin Peaks Series Site

1. Project Overview

The goal of my website is to be informative in a way that displays the various aspects that make Twin Peaks unique. It should be engaging for both someone who has never heard of the series as well as a beloved fan of the series.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Twin_Peaks and photos and stills are easily found on Google Images

3. Audience

The site is strictly for class purposes and will not be used commercially, but this could easily become a portfolio piece that instructors and employers may see. Demographic information will vary from young adults to older adults.

4. Message

Twin Peaks is a mystical series enjoyed by many, so I'd like to capture why that is the case using information about the series.

5. Tone

Tying back to the message, the tone should be both mystical and a bit playful at times so that it lines up perfectly with the show.

6. Visual style

I would like to model the design of my website after the Black Lodge (red curtain photo below) but in a way that isn't overly obnoxious. I like the thought of the site being a title card similar to the show's title card, and then the other pages resembling the Black Lodge in some way to make sure that it's not all the same.

Here are a couple of inspiration photos that I have right now.

