Creative Brief

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Project Title: **Roald Dahl**

1. Project Overview

2. Resources
   The copy is available at https://en.wikipedia.org/wiki/Roald_Dahl . I will source author's picture, book cover images, and illustrations from https://roalddahl.com/ . I will also use google images for more context photographs.

3. Audience
   The target audience is Roald Dahl readers and enthusiasts, who is likely to be children, but I also want to target adults and parents who are willing to purchase his books and know more about him. This website will not be promoted commercially, so it is most likely that just my instructors and friends will see this website.
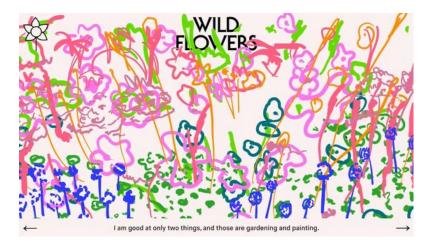
4. Message
   As a Roald Dahl fan, I want to transfer the magical feeling of reading his books into the website. I want the website to inform the readers of his general timeline and guide the readers to read more books by him.
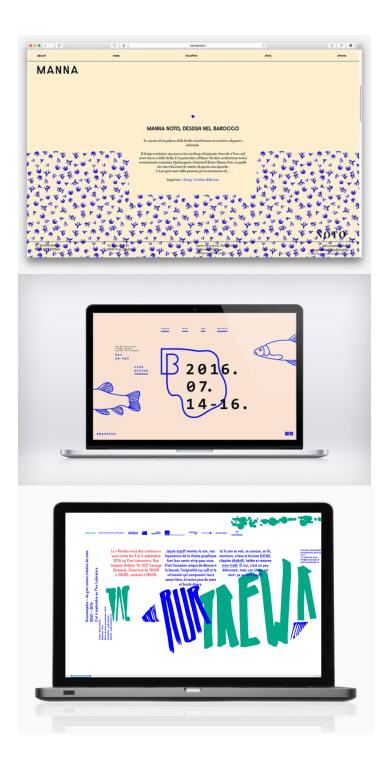
5. Tone
   The basis of the tone should be informative, but it should also be very approachable and playful as I am targeting children.

6. Visual Style
   Clean and modern website with colorful illustrations or "fun" elements.

I am good at only two things, and those are gardening and painting.

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NOTO

2016.
07.
14-16.

(these are not the exact direction I want to go for, but I would like to copy the children-friendly elements)