

# Creative Brief

Jenica Liang

10/29/24

## Project Title: Sumikko Gurashi Website

### 1. Project Overview

The goal of my website is to let anyone who is curious about the Sumikko Gurashi characters learn more about them and discover other ways in which or places where their delightful personalities have been portrayed.

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Sumikko\\_Gurashi](https://en.wikipedia.org/wiki/Sumikko_Gurashi). Images are available on the [official site](#), as well as the [fandom wiki page](#).

### 3. Audience

This is a multi-purpose site, which encourages visitors to interact with links to external pages. The site will be accessible and adhere to a responsive grid, finding ways to be playful within an established order. The demographic will likely be children to young adults, more female than male.

### 4. Message

I want to focus on the relatable and fun nature of these characters and the merchandise and media that they're featured in.

### 5. Tone

The tone I want to convey is blunt but witty and charming. Sumikko Gurashi characters are meant to reflect their audience, and I want to communicate that intention.

### 6. Visual Style

The visual style I'd like to follow is soft, colorful, and cute. The characters themselves have very simple designs, which I want to emulate in the site design with big blocks of color and

generous amounts of white space. However, despite their simplicity, the franchise likes to focus a lot on the “little” things in life, which I’d like to reflect via the inclusion of many icons and smaller visual elements in the site.



- Pastel color palette
- Rounded shapes / edges
- No drop-shadows
- Minimal use of strokes (mostly on text)