Creative Brief

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10/28/2025

Project Title: Snoopy Website

1. **Project Overview**
   The goal of my website is to be informative and entertaining, detailing the history and fun facts about a famous beloved character.

2. **Resources**
   Article is https://en.wikipedia.org/wiki/Snoopy# and a nice resource might be https://www.peanuts.com/about/snoopy

3. **Audience**
   While anyone who is interested in learning more about Snoopy can navigate this site, I plan on gearing it toward a younger audience, such as elementary or middle-school-aged children.
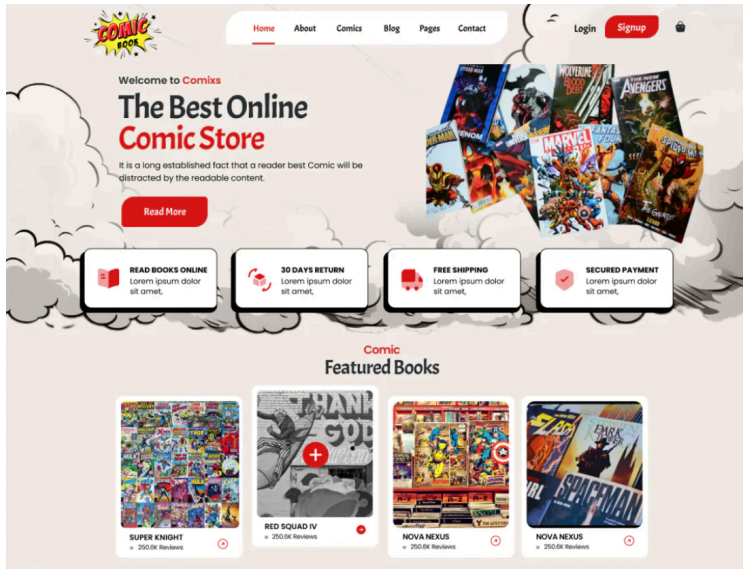
4. **Message**
   I want the primary message to be why Snoopy became such an iconic character, as well as his significance in popular culture.
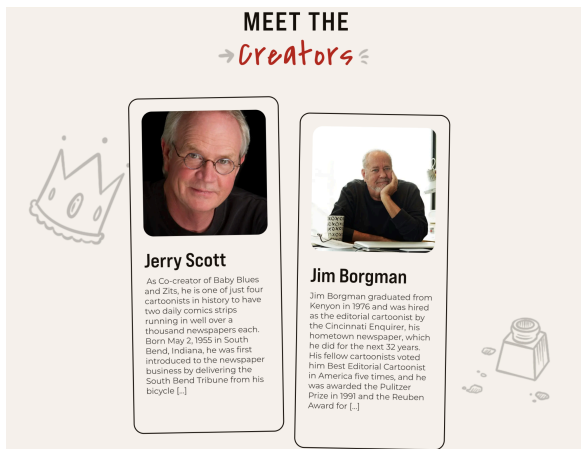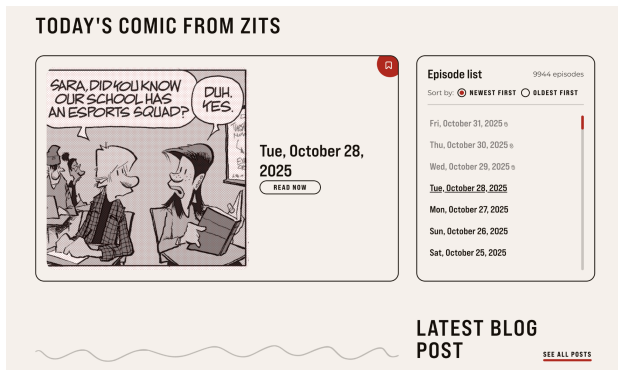
5. **Tone**
   The tone of my website will be light-hearted, humorous, and imaginative—much like Snoopy himself.

6. **Visual Style**
   I don't want the website design to completely mimic a comic strip, but some nods to that illustrative style would be nice.

I like how this example uses a traditional/familiar website design, but the background imagery really gives it that "comic-y" feel; Also, the use of a solid, dramatic drop shadow might be a useful design element to incorporate

The use of boxes to organize content might also help subtly achieve the look of a comic book. I enjoy how this site uses clean, sleek typography while incorporating understated hand-drawn elements