

Creative Brief

Isabella Pearce 31/10/2022

Project Title: Video Game Website 1. Project overview

The goal of this website is to show how video games evolved through visual storytelling. Each page will represent a different video game era/genre. This way users can see as they read the evolution of video games throughout time

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Video_game, as well as some photography. There are a lot of other photographs available on Google Images as well.

4. Audience

This is an informal website. I am hoping to produce a level of quality to put into my portfolio. The website should be universally readable and navigation will be clear to any age

5. Message

I want to show how video games have evolved over time and what major games or companies lead the way in gaming evolution

6. Tone

The tone should be fun and exciting, like an adventure game. I want users to feel curious going through the website with interactive elements.

8. Visual Style

I want to first show off the original atari/arcade style, then to tomb raider and early playstation. Possibly throw a mario in there. Ideally ending on VR and metaverse integration

Here are a couple of jpgs of inspiration or ideas. Maybe something in the same vein as these, but not so literal perhaps.



