

Creative Brief

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Project Title: *Friends* Microsite

1. Project Overview

The goal of the website will be to present *Friends* as more than just a TV show, highlighting its long-lasting cultural impact. The website should give users a sense of the show's world while clearly organizing information about the series, behind-the-scenes, and its legacy.

2. Resources

Most information will come from the *Friends* Wikipedia page, along with a lot of my own previous knowledge (I chose this topic because I know the show very well), and some outside sources if needed. Visual content can include screenshots from the show, promo images/ads, and recognizable symbols such as Central Perk, the couch— even the show's color palette. Fonts and design inspiration will be based off of the show's logo and branding but in a modern way.

3. Audience

The primary audience would be people familiar with pop culture, those who have watched the show and are looking for more information, or those who maybe haven't seen it and are looking for reasons to start watching. Since many users may already know *Friends*, the site should feel nostalgic and informative. However, since it'll also be accessible to new viewers (likely younger) who want to learn about the series, I will add a modern/trendy touch to grab their attention.

4. Message

The website should communicate that *Friends* is a culturally significant show centered around everyday life. It should emphasize themes of friendship, love, and personal growth, and also highlight why the show continues to resonate with audiences today (I'm not going to acknowledge anything problematic with the show, as this website should seem like a promotion).

5. Tone

The tone will be light and fun, reflecting the vibes of the show. At the same time, it'll be clean and organized. As I said above, it will be like a promotion for the show, not a critique, so it'll highlight its impact and themes (also ratings) in a good way.

6. Visual Style

The visual style will draw from the show's branding and aesthetics. This will include the primary colors in the show's logo and references to iconic settings like Central Perk, and even broader, NYC. Layouts will reflect the show's chill vibe. Typography will mix clean sans-serif fonts with funky display fonts - either the exact logo font or one mimicking it.

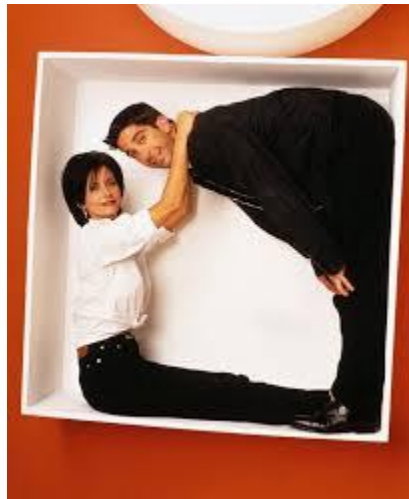
7. Functionality & Structure

The site will have multiple pages (Home, Story, Characters, Episodes, Production, Impact/Legacy).

The navigation will always be visible and have a simple look. I'll include some images that reveal information when hovered over, some photo carousels, and other fun aspects

8. Designer/Developer Notes

I'll create a consistent visual identity that reflects the personality of *Friends* but has my own touch for originality. I'll ensure responsiveness across screen sizes and easy navigation between pages. It's important to think about how imagery and layout can work together to create a sense of familiarity and nostalgia.



F.R.I.E.N.D.S

Colors: #e82326 #10b1e7 #f9bc18



FONTS

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Ofelia Text

Elza

FRIENDS

