

Creative Brief

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Project Title: Lego Website

This website will have multiple pages. Navigation will be across the top, allowing users to easily explore different aspects of LEGO. I think there's plenty of content, imagery, and history to support multiple engaging sections.

1. Project Overview

The goal of this website is to be informational while presenting LEGO as more than just a toy. The site will explore LEGO's history, its wide range of themes, and its impact on culture and media as well as its emphasis on creativity.

2. Resources

Copy is available from sources such as LEGO official website and Wikipedia. Photography and visuals can be sourced from official LEGO product images online 3D models.

3. Audience

This is an informational website so the primary audience includes young adults, LEGO fans, and people interested in design or creativity. The site is not specifically targeted toward any group of audience.

4. Message

The website should communicate that LEGO is not just a toy, but a powerful creative tool. It emphasizes imagination and creativity. I'll also talk about its influence across many generations, as well as its presence in entertainment and culture.

6. Tone

The tone should be creative and playful while still maintaining a clean and professional feel. It should not feel overly childish or cluttered, but instead balanced and modern.

7. Visual Style

Taking inspo from the official LEGO website, the visual direction should be clean and modern with bright accent colors inspired by LEGOs red, yellow, and white. Layouts should be structured, reflecting the modular nature of LEGO bricks. Imagery should be vibrant.

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