

Creative Brief

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Project Title: Bojack Horseman Website

1. Project overview

The goal of my website is to be more of an overview and summary of Bojack Horseman. I want to cover the characters, themes and plot of each season, rather than diving into other information about the show.

2. Resources

The wikipedia site is really informative, and I think I will get a lot of my season summaries from there. https://en.wikipedia.org/wiki/BoJack_Horseman. The show has its own wiki site as well, that will be useful for character summaries.

https://bojackhorseman.fandom.com/wiki/BoJack_Horseman

4. Audience

This show is an adult cartoon, and covers some more mature content. I think the website will be targeted to the show's audience, which is a mature crowd.

5. Message

I would love to shine light on the complexities and underlying messages of each season, as often every episode has a deeper meaning. This is my favourite show, and I would love for it to introduce other people to the show.

6. Tone

The show is very sarcastic and sardonic, so I would love for my writing to follow that show. While it deals with more serious topics, it is often dealt with in a satirical way, so that is how I want to represent it.

8. Visual Style

Being a cartoon, this show relies a lot on over-the-top visuals and colors. However, there is a lot of moments in the show that have darker and more simple illustrations, and I would rather my website represent that than a colorful and bright style.





