Creative Brief

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Project Title: The Legends of Zelda Website

1. Project overview — The goal of my website is to present The Legends of Zelda: Breath of the Wild about its game play with the themes of exploration, freedom, and heroism that enhances player experience. The technical innovation and emotional storytelling are the key factors that make this game iconic.

2. Resources — Copy is available at [wikipedia link](), as well as some photography. There are a lot of other images available on Google as well.

3. Audience — This will be an informational site and likely be part of my portfolio. The potential audience includes game fans, students, or professionals, mostly teens through middle-aged adults.

4. Message — I'd like to emphasize the Breath of the Wild as a turning point in the modern gaming industry. Although the game has a long series, this version implemented an open-world adventure and accomplished huge success, receiving highly positive comments from the players.

5. Tone — The tone should be immersive and awe-inspiring. It should create a sense of wonder and amazement, and possibly evoke a desire to play this game.

6. Visual Style — I am planning to implement the natural and serene atmosphere in my website, which is inspired by the game' art. I want this site to feel like an interactive storybook or travel log from Hyrule, the primary setting of this game. The website will include earth tones, light blues, and parchment background with soft texture and minimal UI elements.

Here are the list of website that include example visuals:

https://www.iamag.co/the-art-of-the-legend-of-zelda-breath-of-the-wild/

https://www.istockphoto.com/illustrations/fantasy-forest

https://kr.pinterest.com/pin/4292562138748092/