

Creative Brief

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Project Title: *This is Us* Website

1. Project Overview/Tone

The goal of my website is to be informative for someone who has never seen the TV show *This is Us*, but I want it to also contain some interesting pieces of information that someone who does watch the show might not know (like fun facts, not just a show summary) I want the site to be classy and professional, not like a fan site.

2. Resources

Copy is available at [https://en.wikipedia.org/wiki/This_Is_Us_\(TV_series\)](https://en.wikipedia.org/wiki/This_Is_Us_(TV_series)) and <https://www.nbc.com/this-is-us?nbc=1>

3. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

4. Visual Style

Nostalgic, 1970s, family themes, family photo album