

Creative Brief

Herman Braggs

11/2/2021

Project Title: **Warframe Website**

❖ Project Overview

- This is a project meant to tell people who are interested in Warframe to explain what it is in a holistic way, from the surface level of what the game is like, to the deeper understandings of things like the way in which the game was made.

❖ Resources

- [Wikipedia](#) + WarFrame website + personal screengrabs?
 - Copy and photos

❖ Audience

- Gamers or people interested in games...most specific would be Warframe fans interested in the game's development, or gaming fans who want to know more about warframe.

❖ Message

- Warframe is cool success story, could have a perseverance narrative there.

❖ Tone

- Informational but interesting, warframe is unique game and want to carry some of that tone in the site

❖ Visuals

- Futuristic like warframe + informational
 - Not sure if minimalistic or not, but minimalism evokes futurism I'd say

