

Creative Brief

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The Elder Scrolls IV: Oblivion Website

1. Overview
 - a. Informational, give the reader facts about the game as well as a precursor for what the game might feel like
2. Resources
 - a. There are images of maps from the game, characters, etc.
3. Audience
 - a. The audience should be people who are interested in the game or intend on playing it. Based on my personal experience, this game is targeted to older teenagers and young adults.
4. Message
 - a. I want this to take basic information from Wikipedia and make it more digestible for players to get the information they're looking for quickly.
5. Tone
 - a. It should be simple and straightforward as far as presenting information. It should read like a very basic wiki article.
6. Visual Style
 - a. I would like this site to feel like it were part of the game. Not exactly the real gameplay aspect, but more so if the game had a how-to or tutorial section. It could have images from the game such as characters, gameplay, items, etc. It would be nice to include the map from the game, as the map is an important part of learning about this game.