

# Creative Brief:

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Project Title: Miffy

## 1. Project overview

The goal of my website is somewhat informational. In the history timeline, there will be everything from the original illustrations by Dick Bruna and how it has evolved throughout the ages. Then it will progress to other aspects such as the Miffy café, the Miffy monument, and the Miffy shop and the years when they appear. It would really be interesting to have this in a timeline format, with pictures and links that connect to the corresponding historical event. This will also include book translations and what year it reaches other countries (which includes other parts of Europe, Asia, and the United States).

Under picture books, a little bit about the author.

Furthermore, there can be a commercial aspect. Under links and sources, it can include links to the Miffy shop (see resources), along with some images of potential merchandise that you will be able to find there.

As for the claymation and book pages, I am thinking that there is very little text except for the captions. It should be mostly pictures.

## 2. Resources

<https://en.wikipedia.org/wiki/Miffy>

<https://www.wikiwand.com/en/Miffy>

<https://www.miffy.com/products> (the official Miffy website, I would like the website to read in this same language).

[https://en.wikipedia.org/wiki/Miffy\\_and\\_Friends](https://en.wikipedia.org/wiki/Miffy_and_Friends) (this is a good resource for the characters in Miffy)

<https://highlight-pr.pr.co/91633-miffy-turns-60-a-year-of-celebration>

<https://miffyshop.co.uk/collections/books> (good for the book page)

## 3. Audience

While the real audience are probably the professors, I envision this website to be catered towards the younger demographic. It should be easy to navigate and easy to read with very little copy to obstruct the reader. After all, it is a television show so it is a very visual topic. The audience is also the parents, who will most likely be reading this to their children.

## 4. Message

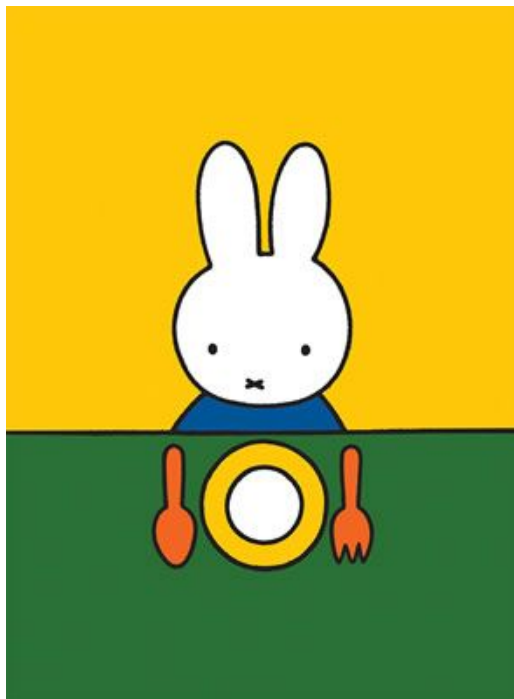
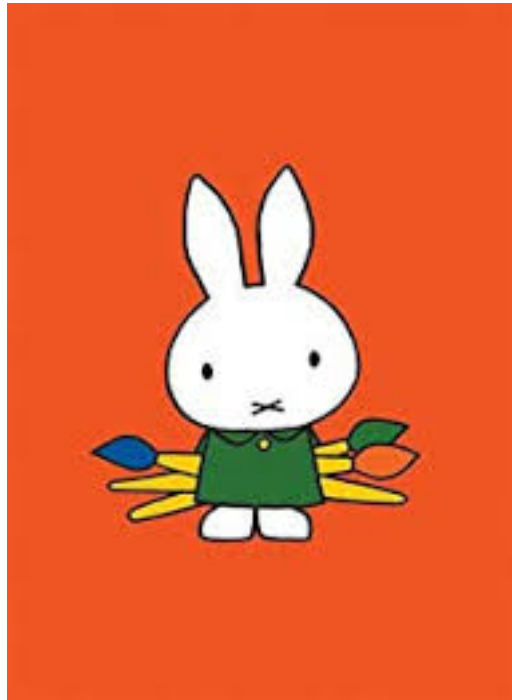
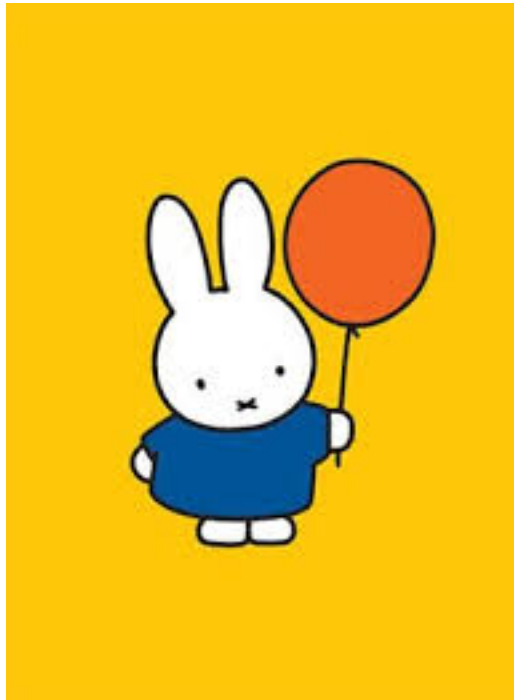
Purely educational on the history of this very old yet timeless television show while introducing the viewer to the lovable characters. Also shows span of the show's reach.

## 5. Tone

Very brief, succinct, lets the images speak for themselves. I am looking for something playful, interactive, and able to capture the attention of a very fidgety child.

## 6. Visual Style

Bright colors, rounded serifs, and a larger font. The use of white font on primary color background for buttons or black font on white background would look really good!





personalised bone china mugs



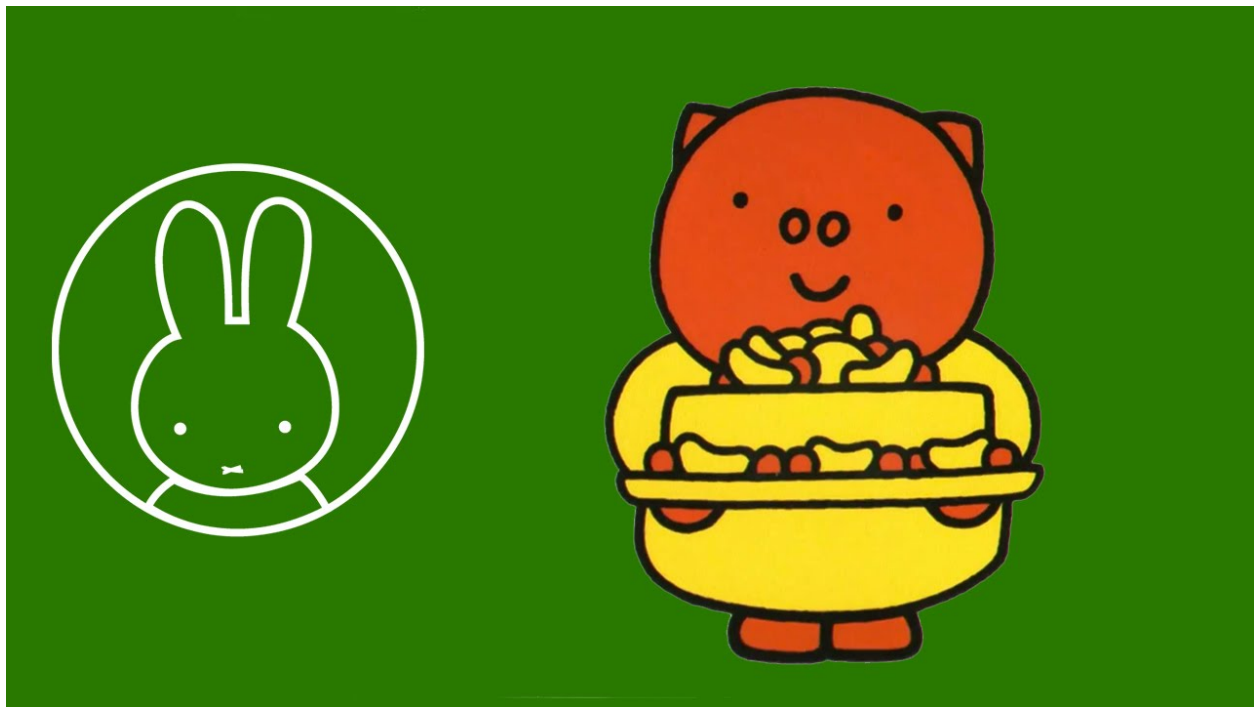
personalised coasters



personalised colour insert mugs

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- Characters:  
Miffy  
Poppy Pig  
Boris Bear  
Barbara Bear  
Snuffy the Dog  
Miffy's mother  
Miffy's father



Grunty the pig

