Creative Brief

Ray Xia
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Project Title: Hearthstone Wiki

1. Project overview

The goal of this website is to unpack the details in game design and art styles in Hearthstone, a fast-paced strategy card game developed by Blizzard Entertainment.

2. Resources

Both textual information and images are available at [Hearthstone Wiki (fandom.com)](#) & [Hearthstone - Wikipedia](#). There are also other images, articles, and links available on Google.

4. Audience

This website targets Hearthstone players, primarily starting players, who just start off playing and wish to seek more information and resources as they play. The targeting audience also includes potential players who have yet started playing but are willing to learn more about it.

5. Message

The message of this website goes beyond informational. To some, Hearthstone is no longer (or has never been) an appealing form of entertainment. But I do wish to give credit to the designers, developers, and artists of this game, who, together, built an immersive world of digital card game that is groundbreaking in both game design and visual styles.

6. Tone

This site is looking to establish an informal but welcoming tone that draws in both Hearthstone players and non-Hearthstone players. The diction should be easy to understand, supported with lots of images.

8. Visual Style

Because Hearthstone features a fairly distinctive style, I wish to associate this website with the game by using a similar color palette (mostly brown, yellow), a serif, Roman type family, and potentially some textures.

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Play

Solo Adventures

The Arena

Quests

Open Packs

Shop

My Collection

HEARTHSTONE FIRESIDE GATHERINGS

Играй Отдыхай Побеждай

Атмосфера

Барная стойка

Стиль

Игра

Thank you for watching!