# Creative Brief

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10/29/2024

**Project Outline:**
- The basic premise of this microsite is to introduce anyone who's curious about the game to tips and tricks that build off an establishment of the main courses and characters you unlock throughout your gameplay. A section on hidden gems like shortcuts would be a good way to reward those who click, scroll, etc. to emulate some of that same joy that comes with discovery! Instilling the wonder and thrill of racing by featuring elements from the courses could also be a good way to highlight the enjoyment in travel.

**Resources**
- Copy text is available at https://en.wikipedia.org/wiki/Mario_Kart_Wii. Additional information can be found at https://www.mariowiki.com/Mario_Kart_Wii and https://mariokart.fandom.com/wiki/Mario_Kart_Wii.
- Additional imagery is available at https://www.mariowiki.com/Gallery:Mario_Kart_Wii with a seemingly exhaustive gallery of all the (2D) assets used from items and place markers, to cutscenes and credits

**Audience**
- This is a strictly informational site, and won't be promoted commercially in any way. Despite being marketed to children, the text would be geared towards a slightly older age range, maybe young teenagers and above (simply due to the language I'd love to feature the site in my portfolio once the project has been completed!
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**Message**
- Competition is healthy (might go into how this instills worthwhile values of perseverance and finding joy around others despite not being 'the best'
- I'd also like to focus on the aspect of honing skill BUT not to the point of insanity (MarioKart shouldn't be your entire life)
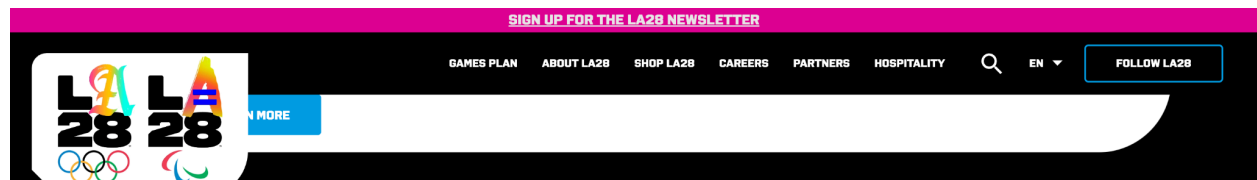
**Tone**
- A bit more nuanced than the playful feeling from the original game, I'd like the site to have a bit more edge. This can be through poking fun at the game's little 'quirks' and calling out 'bad' or 'non-ideal' choices when playing (such as for character and kart combos)

**Visual Style**

- MarioKart is a fast-paced game, and the microsite should mirror that. I believe a bit of grit and slight texture to place the user 'on the racetrack' could help with also unifying the piece. Also, some of the red and white patterned arrows / stripes / lines, the question mark (from the item box) and other common design elements from the game's image gallery could add texture on small elements like hover states, the navigation bar, or simply the header / footer.
- It's important to not get TOO realistic w/ the road textures so as not to take the user out of the 'game world', and some use of solid colors / silhouetting could bring a nice feel of childhood nostalgia (such as with a cream instead of white)
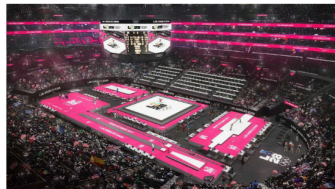
(below are a few images for inspiration)

**CHILE** vs **COLOMBIA**

**29 JUNIO** 21:15H

ESTA ES MI CASA

BOLETOS EN: TICKETPLUS.CL.

COLISEO ANTONIO AZURMENDI, VALDIVIA

V&A

A CENTURY OF OLYMPIC POSTERS

MARGARET TIMMERS

**24H du MANS**

BELIGOND

20 et 21 JUIN 1959

A.A.T. THIVILLIER KLE 79-11