Creative Brief

Audrey Brown
10/27/24

Project Title: Texas Hold 'Em Website

1. **Project Overview:** The goal of my website is to provide informative and intriguing information regarding the Texas Hold 'Em style of poker. I want to present this information in a welcoming and beginner-friendly way in order to help demystify and simplify the idea of poker.
2. **Resources:** Copy is available on the [Texas Hold 'Em Wikipedia page](#), as well as some photography (e.g., historical imagery, cards, etc). There are also a ton of other photos that could be used for the website as available on Google Images.
3. **Audience:** This is strictly an informational site so it won't be promoted commercially in any way. As this website will aim at being informational, I intend the audience to be users that are either interested in poker, already know how to play poker but are checking out the website, or family/peers who I may send my work to. Additionally, my course professors will view it. Overall, there isn't a certain age range that the site will target as both young and old could be interested in the game.
4. **Message:** I'd like to focus on the most important aspects to the game and keep information presented mildly broad/not too deep into nitty-gritty aspects. This is because introducing a lot of detailed information at once could potentially overwhelm new poker learners. Overall, I want to present Texas Hold 'Em as an extremely popular, historical, and intriguing poker variant while attracting new learners to try playing it (or atleast, just to learn more about it).
5. **Tone:** The tone should be welcoming, straightforward, friendly, and not overly-complicated. Again, this is to promote the message that Texas Hold 'Em is a fun, exciting, and learnable poker variant.
6. **Visual Style:** Off of the top of my head, I am thinking that the site could utilize colors commonly seen in casinos. For instance, deep forest greens, elegant reds, whites, blues, golds, and other colors featured on poker chips and within environments where the game is played. The website could also either attempt at more of a vintage, old-style casino atmosphere or a more modern, vibrant one (where a Sans Serifs could be utilized to help supplement this).

   Sample inspiration imagery for color, type, and general atmosphere usage can be seen below:

Image is a bit blurry but helps depict an elegant casino atmosphere.

Image showcases the bright reds, black, etc. commonly seen within a casino (paired with a lively and mildly-lit atmosphere).

Iconic red carpet casino floors could translate into a red background of some sort.

Blocky type.

A more modern, minimalistic approach.

Casinos can make use of very extravagant-looking, geometric architectural structures to elevate their players' gaming experiences. Geometric designs could be used as a design direction.