Creative Brief

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Project Title: The Life(meaning?) of Wonder Woman

1. Project Overview

I think the goal of this website is to discuss the history of Wonder Woman and what she stands for. As a prime example of women in comic books and one of the only easily recognized female super heroes, she has a lot of loaded "experiences" and shows a lot about how society views women as a whole. The website should have some exploration about how society has influenced her over the years and also how she is an indicator of how women are viewed (in society and in entertainment). But this site will also be lighthearted in some ways because she is, after all, a comic book character.

2. Resources

Copy can be found at https://en.wikipedia.org/wiki/Wonder_Woman. There may also be some useful copy at https://en.wikipedia.org/wiki/Portrayal_of_women_in_American_comics. Copy can/should also be lifted from interviews with writers, actors, illustrators, really any type of interview where people discuss Wonder Woman/female superheroes.
There should be plenty of pictures (posters, movie/television stills, comic strips, etc) on google images.

3. Audience

This should be suitable for anyone to read. It will not be promoted commercially, but the audience will be all over the board. The site should be suitable for both people who already know about Wonder Woman and for people who know nothing about her or the implications that she carries with her. I feel like it should be suitable for all age ranges—the topic has potential to be a lot at times, but it is something that children should be able to read nonetheless.

4. Message

The site should communicate some hard facts (about her creation, her portrayals, her appearances, etc) and opinions about her cultural significance and what her evolution says about society's view of women.
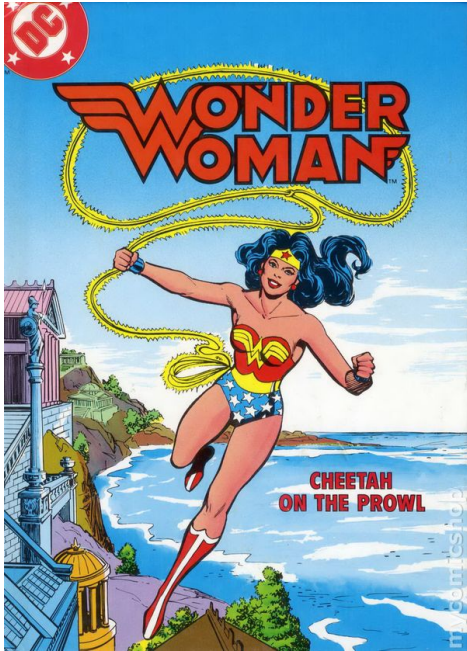
5. Tone
It shouldn't be too serious. It should overall be decently lighthearted. While there might be some serious sections—she is still a comic book character and has brought joy to many people. That joy should still be communicated and remembered as an overarching theme.

6. Visual Style
I would like to stick with bright-comic-book-y colors for this (think the red, gold/yellow, and blue that is an iconic part of her characterization). There should definitely be some of her iconography included in the site somewhere ("WW" logo, golden lasso, etc). This has the potential to get very cheesy, but once again—she is a comic book character so it is fine if it gets a little bit cheesy, comic books are known for that. Comic book style/iconography would be great as well! Please stay away from the dark tones of the most recent movie—this would get too serious for a lighthearted site and does not match up with the rest of her appearances historically. Should evoke the Lynda Carter Wonder Woman, not the Gal Godot Wonder Woman. (I LOVE the most recent movie, don't get me wrong, but it just isn't in line with the goal of this site/historical WonderWoman.)

Here are some examples of the vibe the site should have.

Great example of **colors** and the "WW" logo

The stars here are great examples of how to utilize iconography, both Wonder Woman's and comic book.

Example of comic book vibes—all the little dots and style.

example of "Comic book style" layout.

Example of Comic Book Iconography.

Lynda Carter vs. Gal Godot vibes.

The "WW" logo could be a great part of a horizontal navigation bar along the top. Extend the horizontal part to create the bar on which the different subsections might be.