

Creative Brief

Andrew Park

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Project Title: Riot Games Brief Project

1. Project Overview

The Goal of this website is to be information about Riot Games as a company and about the games they create. It is very specific to that topic. It will deal with the details of each game, and what is important to know in each game.

2. Resources

The content will mostly come from the Riot Games website itself, and also from Wikipedia, and the Riot Games fandom website. The visuals will be sourced from screenshots of the actual game, and also from the above 3 general websites.

3. Audience

This website will be of most interest to people who want to generally see the games and sites that they want to maybe play. Since this site deals with the commercial games created by a certain company, it could be viewed as commercial from a certain perspective. I want to make this in an informational way, but also for people who are generally interested in Riot games and want to play their games, so I could make it a little commercial.

4. Message

I would like to focus on the style of each game, and the impact that Riot Games left on the gaming industry, considering how popular each game is in their respective fields. And of course, I will also focus on the individual information of the games

5. Tone

The tone of this website will be informational and immersive, but also slightly casual to keep the mood of the website light. "Playful" might be the right word. Since I want to introduce games, I don't want to make everything grave and heavy in words.

6. Visual Style

I am thinking of making each game section page in a similar style to keep everything unified under Riot Games, but also make each individual color changes to each game page to show each game's core identity

I have posted an example below from the Riot Games website. Three games have three different colors, but similar styles that makes them "Riot Games"

HOW TO PLAY TEAMFIGHT TACTICS

Learn to play Teamfight Tactics in this video by Nero Wolf. Jump in to get the basics on drafting champions, deploying teams, collecting gold, and more.

How to Play Teamfight Tactics - By Nero Wolf
Teamfight Tactics



HOW TO PLAY TFT

QUICK GUIDE



RIOT GAMES



WHO WE ARE

WORK WITH US

NEWS



SEARCH



SIGN IN



VALORANT

NEW AGENT: MIKS

Miks amplifies the vibes, equalizes the field, and always keeps your team on the right tempo.



Watch Now



LEAGUE OF LEGENDS

LEAGUE OF LEGENDS — A 5V5 MOBA WHERE TEAMS BATTLE TO DESTROY THE ENEMY NEXUS

PLAY FOR FREE