

Creative Brief

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Project: Microsite for Avatar: The Last Airbender

1. Project Overview

The goal of the website is both to give a strong summary of the show, but also to highlight the many areas in which it excelled. It's rare for a show on Nickelodeon, of all places, to have such strong storytelling, quality animation, and visual culture. This is where the website should focus the attention of the viewer. The summary should be deep enough that someone new to the show would be able to understand the content behind the praise.

2. Resources

https://en.wikipedia.org/wiki/Avatar:_The_Last_Airbender has plenty of copy.

https://en.wikipedia.org/wiki/The_Last_Airbender gives an overview on why the movie adaptation failed: focus on the casting controversy and the poor critical response.

<https://aeb85937.wordpress.com/2015/09/18/the-fighting-styles-of-avatar-the-last-airbender/> this blog post details how the show's choreographer used martial arts as inspiration for fight scenes.

<http://avatar-scenery.tumblr.com/tagged/atla> this Tumblr has pages and pages of scenery from the show. It might be worth it to isolate frames from the gifs instead of using the animated gif. Make sure to click the next page arrow at the bottom of the page; there are so many pages.

3. Audience

I'm fairly certain that only teenagers and young adults will be looking at this website; those old enough to have seen it when it first came out, and those who hear of it through the people who have seen it. Younger children have most likely never heard of the show at all, and older adults probably don't care about it.

4. Message

Again, this site should focus on what the show did well. Even a decade after the show's finale, it still has quite a large cult following, and I think it's worth exploring why. Don't spend time bashing other shows; that's a little too aggressive for this site. Just focus on why ATLA did what it did well.

5. Tone

Don't go too serious; even though the show deals with some very heavy themes like war and genocide, generally it is a lighthearted show. However, don't go too playful either. Too playful, and you risk making it feel like any other animated kids show on Nickelodeon, which is the exact opposite purpose of this site in the first place. The last thing the site should be doing is making the show feel like Spongebob.

6. Visual Style

The show takes place in a world just on the edge of industrialization, so definitely don't make it super modern. Keep it clean, but not minimalistic. I think an information density like Wikipedia should work fine, but don't go like Apple's website. I would consider making it look older or handmade, maybe by using paper textures. Navigation could be handled with a sidebar with an aesthetic similar to tabs or ribbons.