

Creative Brief

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Project Title: Pokémon

1. Project overview

The goal of my website is to provide a condensed guide of Pokémon since it is a very extensive topic, which can be a little overwhelming to take in all at once.

2. Resources

Here is the [link](#) to the Wikipedia page. All images can be found using Google Images.

3. Audience

This is an informational guide for new coming Pokémon enthusiasts and people interested in learning about Pokémon, meaning my audience would likely include a wide range from children to young adults.

- To consider: Parents may come across this page to learn more about their childrens' interests as well.

4. Message

I would like to learn more about Pokémon myself, so making the website easy to follow would be my top priority. I would also like this website to express how easily loved Pokémon is.

5. Tone

The tone of this website will be playful, yet educational.

6. Visual Style

I would like the website to mimic the UI found in Pokémon games, or the general design of the Pokémon Pokédex. Refer to the second page for image references.

Kanto Pokédex

Charmander



Seen: 12

Owned: 9

001	Bulbasaur
002	Ivysaur
003	-----
004	Charmander
005	Charmeleon
006	-----
007	Squirtle
008	Wartortle
009	-----
010	-----

◀ INFO AREA FORMS DATA ▶

♀ Parasect BUG GRASS

<p>HP </p> <p>Attack </p> <p>Defense </p> <p>Sp. Atk </p> <p>Sp. Def </p> <p>Speed </p>	<div style="display: flex; justify-content: space-around;">  </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  <p>BUG</p> <p>GRASS</p> </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <p>Abilities</p> <p>Moves</p> </div>
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Encounters


Number Defeated: 0

Number Captured: 0



Items

Repel	x1
Super Repel	x1
Max Repel	x1
Black Flute	x1
White Flute	x1
Honey	x1
Escape Rope	x1
Red Shard	x1
Yellow Shard	x1
Blue Shard	x1



A toy flute made from black glass. Its melody makes wild Pokémon less likely to appear. A maniac will buy it for a high price.