

Creative Brief

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Project Title: The Addams Family (1964 TV series)

1. Project overview

This site is meant to be both informational and nostalgic. I would like for this site to pay homage to a really unique piece of media that affected pop culture and was made with very genuine creative love.

2. Resources

Wikipedia will be the main source of information, for text. You can also refer to the IMBD page for anything else pertinent. You can also look there, or to google images or google gifs, for imagery.

[https://en.wikipedia.org/wiki/The_Addams_Family_\(1964_TV_series\)#Production](https://en.wikipedia.org/wiki/The_Addams_Family_(1964_TV_series)#Production)

<https://www.imdb.com/title/tt0057729/>

4. Audience

The direct audience will be the Professors/students of our class, however I think that this type of sight appeals to a pretty specific audience, lovers of vintage pop culture, horror, and dark comedy, so a more youthful (18-35s) audience should be kept in mind.

5. Message

Simply, I just want pay homage to the Addams family show as unique moment in pop culture and to represent it as something really fun and vintage.

6. Tone

Ideally, the whole site should be like the show, fun and a little macabre, but more tongue-in-cheek than cheesy. It is less about playing to the tropes than it is enjoying the genre for what it is/was.

8. Visual Style

I'm thinking that we should stick to the classy aspect of the show; the Addams family is nothing if not rich and classy. It would be appropriate to stick to warm, darker colors and gold/bronze tones, but avoid huge swaths of black. Fun fact: the wallpaper in the original set was pink! Avoid cheesy caricatures of gothic/dark media—no silly blood-dripping pngs. Victorian borders and wallpaper could be interesting to play with, but on a secondary level, not acting as the focal point.

A list of similar-tone websites/images

<https://www.behance.net/gallery/72861407/Sheehan-Company-concept-design>



This one kind of has the color palette that I like, but the fonts and font color are really garrish. I could even see this being greyed-up a little to better match the black-and-white motif.



This is way too images heavy but I like the tones.



This isn't quite a website I think but I really like the boxy layout of it, especially the rounded element breaking up the grid.

*When I say avoid cheesy, I mean avoid stuff like this: <https://thedarkattitude.com/>