Creative Brief

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Project Title: Spongebob Squarepants

Project Overview
Almost everyone knows SpongeBob SquarePants, one of the most iconic animated series ever. I want to celebrate the sense of humor and nostalgia of this lasting cultural icon by offering an interactive and engaging experience. The website should convey the humor, warmth, and creative spirit that define the series.

Resources
Copy is available from the Title link. There are some general pictures in the link, but more specific ones can be found through related wiki links such as Spongebob character wiki. Many more pictures from the show can be found across google search. Scenes from the show and behind the scenes can be found on youtube. Memes can be found on google images, social media, Know Your Meme, forums like r/BikiniBottomTwitter.

Audience
Anyone who wants to know more about Spongebob and engage with it through memes and pop culture. Younger audience would appreciate the fun visuals and interactions; older, adult audience would appreciate the nostalgic quality.

Message
The cultural significance, a sense of nostalgia and (re)discovery

Tone
I want to capture the original aesthetics of Bikini Bottom so that the audience feel that they're *diving* into the spongebob universe. Jokes, puns, and visual cues from the show.

Visual Language
Spongebob's signature colors and underwater themes. Colorful, high contrast in visual style collage vibes. Some animations like drawing effect or bubbles would be really nice. For the character section, I think it would be fun to have users click on the characters' houses to see more info about that character.