

Creative Brief

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Project: Poker

- Project Overview:
 - I want my website to facilitate the popularity of poker! I aim to have newcomers and experienced players alike hopefully learn new and interesting things about the game. Focused on components such as history, instructions, and cultural value, I hope to clearly define poker to a wide audience.
- Resources:
 - The wikipedia page
 - The PokerStar website
 - Found images
- Audience:
 - I want my audience to appeal to anyone with an interest in poker, or hopefully, have it spark one in a stranger to the game. The users who will benefit the most from this website will likely be inexperienced players who have always wanted to learn.
- Message:
 - Anyone can, and should, play poker! It's a lot more than just a game that facilitates risk and gambling, it teaches a lot about strategy, psychology, and decisiveness.
- Tone:
 - Educational, appreciative, and fun. I want there to be this aspect of the viewer wanting to know more about the game.
- Visual Style:
 - Ideally, the visuals would be reminiscent of poker, drawing on the main associative colors. As it draws heavily on playing cards, that could also play into the aesthetic of the site.

