

Creative Brief

Project Title: The Hobbit: There and Back Again

1. Project overview

The goal of my website is to show people who have already read the book, the background and the process of writing the hobbit.

2. Resources

The wiki page is a good resource. https://en.wikipedia.org/wiki/The_Hobbit
This site has good info and lots of images <https://www.tolkienestate.com/painting/the-hobbit/>
Another image site <https://www.themarginalian.org/2014/06/13/vintage-hobbit-illustrations/>
More drawings <https://www.openculture.com/2015/04/110-drawings-and-paintings-by-j-r-r-tolkien.html>

4. Audience

This is for people who enjoyed the book, but are not experts on the overall ethos of Middle Earth and are interested in the creative process that went behind the writing of the book.

5. Message

I want the site to focus on just how in depth and well thought-out the lore and the world building of the story is. I also think that Tolkien is a fantastic illustrator and would like to highlight that, especially.

6. Tone

I want it to be whimsical and fantastical. The hobbit is a fun and whimsical book. I would like the site to reflect the historical nature of the book, while still having a modern touch to it. Sort of showing that the hobbit and its wonderful storytelling is still relevant today.

8. Visual Style

I think the combination of older and newer styling would be interesting. Like having a serif font but crisp imagery. I think focusing on jewel tones would be a good idea. Maybe picking a painting that really stands out and using that color palette to inform the site.





