Creative Brief
Tim Xu

Project Title: Pokemon Website

1. Project overview

The goal of my website is to present the pokemon world to either a fan or someone who knows nothing about it, I will be exploring the game, anime, and trading card component of the pokemon franchise.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Pokémon, as well as some photography. There are a lot of other photographs available on Google Images as well.

4. Audience

This website will not be used commercially, it will be for entertainement and educational purposes only to those who are interested which I assume will be between ages 0-35.

5. Message
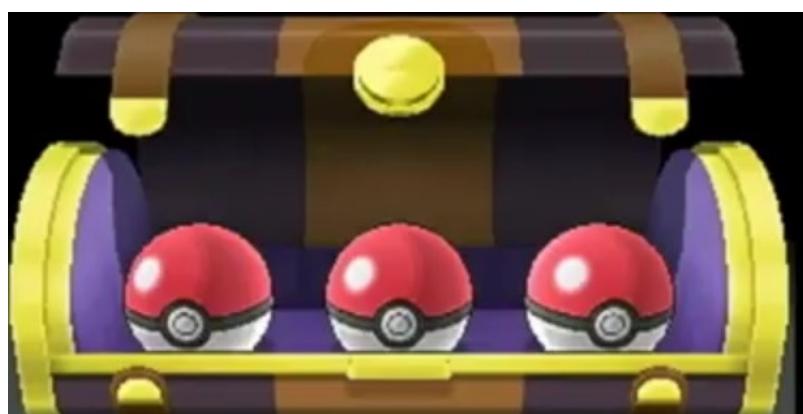
I'd like to portray the scope of the pokemon world and the three main ways players interact with it.

6. Tone

The tone here I think should be fun and engaging, since there might be a younger audience so simplicity if always appreciated.

8. Visual Style

There is a very distinct pokemon graphic and color themes that could be directly employed. Here are a couple of jpgs of inspiration or ideas.

Pokémon GO 3RD ANNIVERSARY

Mouse Pokémon. Length: 1' 4", Weight: 13 lbs.

Gnaw 10

⚡ Thunder Jolt Flip a coin. If tails, Pikachu does 10 damage to itself. 30

weakness   resistance   retreat cost

...en several of these Pokémon gather, their electricity can ...ese lightning storms. LV. 12 #25

Illus. Mitsuhiro Arita   © 1995, 96, 98, 99 Nintendo, Creatures, GAMEFREAK. ©1999Wizards   58/102 ★

Superpower Pokémon. Length: 5' 3", Weight: 287 lbs.

Pokémon Power: Strikes Back Whenever your opponent's attack damages Machamp (even if Machamp is Knocked Out), this power does 10 damage to the attacking Pokémon. (Don't apply Weakness and Resistance.) This power can't be used if Machamp is already Asleep, Confused, or Paralyzed when your opponent attacks.

Seismic Toss 60

weakness   resistance   retreat cost

Using its amazing muscles, it throws powerful punches that can knock its victim clear over the horizon. LV. 67 #68

Illus. Ken Sugimori   © 1995, 96, 98, 99 Nintendo, Creatures, GAMEFREAK. ©1999Wizards   8/102 ★

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120 HP

Flame Pokémon. Length: 5' 7", Weight: 200 lbs.

Pokémon Power: Energy Burn As often as you like during your turn (before your attack), you may turn all Energy attached to Charizard into 🔥 Energy for the rest of the turn. This power can't be used if Charizard is Asleep, Confused, or Paralyzed.

🔥🔥🔥🔥 Fire Spin Discard 2 Energy cards attached to Charizard in order to use this attack. 100

weakness   resistance -30   retreat cost

Spits fire that is hot enough to melt boulders. Known to unintentionally cause forest fires. LV. 76 #6

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TRA...

Lass

You and your oppon... other your hands, ... the Trainer cards fr... into your decks.

Illus. Ken Sugimori

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120 HP

...ansey

...Pokémon. Length: 3' 7", Weight: 76 lbs.

...unch Flip a coin. If heads, prevent all ...age done to Chansey during your ...onent's next turn. (Any other effects of ...ks still happen.)

...ble-edge Chansey does 80 ...ge to itself. 80

resistance -30   retreat cost

TRAINER

Devolution Spray

Choose 1 of your own Pokémon in play and a Stage of Evolution. Discard all Evolution cards of that Stage or higher attached to that Pokémon. That Pokémon is no longer Asleep, Confused, Paralyzed, Poisoned, or anything else that might be th... an attack. ...

STAGE 2   Evolves from Wartortle   Put Blastoise on the Stage 1 card

Blastoise 100 HP

Shellfish Pokémon. Length: 5' 3", Weight: 189 lbs.

Pokémon Power: Rain Dance As often as you like during your turn (before your attack), you may attach 1 💧 Energy card to 1 of your 💧 Pokémon. (This doesn't use up your 1 Energy card attachment for the turn.) This power can't be used if Blastoise is Asleep, Confused, or Paralyzed.

💧💧💧 Hydro Pump Does 40 damage plus 10 ...

STAGE 2   Evolves from Ivysaur   Put...

Venusaur

Seed Pokémon. Length: 6' 7", Weight...

Pokémon Power: Energy Trans As ...like during your turn (before your atta... 1 💧 Energy ...