Creative Brief

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Project Title: Pokemon Platinum Guide

1. **Project Overview**
   The goal of my website is the provide information on an efficient way to beat Pokemon Platinum, including defeating the games final and notoriously hard boss, Cynthia. Efficiently beating the game the proper way includes playing the game on "set" mode(which puts the opponents on equal footing as the player compared to the easier switch mode) as well as minimizing time spent on the game(to prevent players from spending outrageous amounts of time leveling pokemon in order to beat Cynthia purely off level difference).

2. **Resources**
   https://en.wikipedia.org/wiki/Pok%C3%A9mon_Platinum Wiki for Pokemon Platinum
   https://bulbapedia.bulbagarden.net/wiki/Appendix:Platinum_walkthrough
   Walkthrough/content for entire game from start to finish
   https://pokemondb.net/pokedex/game/platinum "pokedex" or library of all available pokemon in the game, their stats, available moves, and other info

3. **Audience**
   For all genders ang ages who have an interest in Pokemon. However, a more specific audience would be for people born during 1997-2004. This is because Pokemon Platinum was released in 2008, back when the ds and pokemon games were popular among children ages 4-11. Children and teens current day are much more likely to play the new remakes, such as the recent Pokemon Brilliant Diamond/Shining diamond on the Nintendo Switch. The audience for pokemon platinum are most likely adults who have either played Platinum before or missed out on it during their childhood like I did.

4. **Message**
   Pokemon games in general are meant to be both fun and challenging because of the numerous pokemon and moves to choose from. Pokemon isnt supposed to be a tedious grind heavy game, which is one way many people have completed the game because of its difficulty. Efficiency will be a big message for the guide, as choosing the right Pokemon and moves would allow the player to complete the game within a reasonable timeframe.

5. **Tone**
   The tone will be fun and informative. While Pokemon Platinum is a childrens game, it is regarded as top 3 within difficulty among nintendo Pokemon games. Despite the website

being a guide on how to beat the game efficiently, there will still be a fun and free tone to allow to player to embrace the customization and personality the game provides instead of offering a single strict "right" way to play.

6. **Visual Style**

I will try to use colors of Pokemon Platinum which uses the legendary pokemon Giratina as its cover(red black gold grey). However, the popular playable character Dawn uses pink, dark pink, and navy as her main colors. This set of colors seems like the obvious choice for the website as it provides a much friendly feel. Many of the colors used for the website will match the same colors used in the game.

Examples for colors and imagery for visual style:

"Dawn" the female playable character for Pokemon Platinum

Legendary Pokemon and cover for Platinum "Giratina"

Examples of maps and towns in the game