

Creative Brief

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Project Title: Rubik's Cube Website

1. Project Overview

The goal of my website is to provide introduction and exploration about the Rubik's Cube, including its origins, mechanics and solving algorithms. I want my site to be educational and appeal to audience who want to explore and solve it.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Rubik%27s_Cube, as well as some photography. There are other images available on Google as well.

3. Audience

Since this website is part of a course project and my portfolio, the audience would be my instructor and peers. In addition, the potential audience would be people who are interested in logic games or speedcubing.

4. Message

I would like to communicate that the Rubik's Cube is more than just a toy. It helps you in your logic and creativity aspects and it also inspires competition and innovation around the world.

5. Tone

I think the tone will be educational and curious because I should be engaging with people who don't have prior knowledge regarding the Rubik's Cube and even people who have some background knowledge and are more eager to learn.

6. Visual Style

For the overall layout, I might use the cube itself, which is structured, grid-like, and feels geometric. In addition, I am considering applying the primary colors used in the cube, which are white, yellow, green, blue, red, and orange, but in the way of avoiding overwhelming the viewer by selecting suitable tones of those colors.



(This can be possible tones of the colors)