Creative Brief

Laura Weil
31 October 2023

Project Title: Newtro Website

1. Project Overview

I hope for my website to be informational and have plenty of research for those who want to take time to read about the trend in depth, but also be very image-based and visually-driven, so a brief look at the page also provides an idea of what Newtro is.

2. Resources

The Wikipedia page for the trend can be found here: https://en.wikipedia.org/wiki/Newtro_culture. I would also recommend checking out these resources for more examples, different wording of the description of the trend, and imagery: https://medium.com/@kkukhani1517/rise-of-newtro-trend-in-korea-b601701b9197 and http://m.inhapress.com/news/articleView.html?idxno=10476.

3. Audience

Realistically, this website will only be seen by my professors and other students in the class. However, imagining that others might see it, I'd like it to appeal mostly to people in their teens through 30s-40s, as these are the people who tend to be consuming or interacting with the trend the most. As mentioned above, I'd like it to be very approachable, but also informational for those who'd like to read on — so research-based, but not alienating.

4. Message

I'd like this site to focus on the trend not as something meaningless, temporary, and random, but as a sweeping movement in stylistic tendencies that is worth noting and researching. Trends may be temporary at times, but they have lasting impacts, so they're worth learning about and understanding visually and culturally.

5. Tone

I want the tone here to be playful and exciting! A real emphasis on imagery and infusing the trend, of combining the old and new in a bright way, into the design and feel of the website itself. It should truly feel like Newtro.

6. Visual Style

The style should be bubbly, hand drawn at times (if possible), and bright. The trend typically appears as a bright form of nostalgia, and the visual style should reflect this. Color palette can include a mixture of pastels and brighter shades of vibrant colors. I'd love for the title text to be that hand drawn bubble style I mentioned before. Here are some examples to start being inspired by: