Creative Brief

Jeffrey Wang
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Project Title: Big Mac Website

1. Project overview

This website is designed to celebrate the Big Mac in a fun, engaging manner, showcasing its journey from a simple fast-food item to an international icon. The purpose is purely for enjoyment, aiming to share the joy and fascination surrounding the Big Mac with others who appreciate its role in popular culture. Through vibrant visuals and captivating content, this site will be a delightful exploration of the Big Mac's world, from its history to its unexpected roles in society.

2. Resources

Content will be created to entertain, with lively and fun anecdotes about the Big Mac, complemented by eye-catching visuals and interactive content. Resources include high-resolution images from McDonald's official website(https://www.mcdonalds.com/us/en-us/product/big-mac.html), playful and engaging infographics about the Big Mac's nutrition and global variations, and user-generated content showcasing the burger in various cultural contexts.

4. Audience

The target audience is broad, encompassing fast-food lovers, pop culture enthusiasts, and anyone looking for a light-hearted escape, but in general, they are looking to be educated about big mac, but simply be entertained. The site is meant to attract a diverse group of visitors, from teens looking for fun facts to share with friends, to adults reminiscing about their first Big Mac experience. As part of a portfolio, it also aims to demonstrate to potential employers a knack for creating content that's both engaging and visually appealing.

5. Message

The website's core message is about the joy and universal appeal of the Big Mac. It celebrates the burger not just as a meal option but as a cultural phenomenon that brings people together, adds a bit of fun to their day, and sometimes even surprises them with its versatility and global adaptations.

6. Tone

The tone of the website will be upbeat and playful, aiming to evoke smiles and laughter. It will steer away from a formal or educational tone, opting instead for a casual, friendly, and sometimes witty voice that makes the content enjoyable and shareable.

8. Visual Style

The visual style of the website will aim for a "dopamine" aesthetic, characterized by vibrant colors, dynamic layouts, and engaging graphics to stimulate a positive, joyful response from viewers. This approach intends to make the browsing experience more lively and fun, capturing the essence of the Big Mac's appeal in a way that leaves visitors with a heightened sense of enjoyment.

To achieve this, the design will incorporate:

- Bright, saturated color schemes that reflect the energy and fun of the Big Mac experience.
- Playful typography and lively graphic elements that evoke a sense of whimsy and excitement.
- Interactive features that engage users, such as quizzes about the Big Mac, fun facts pop-ups, and a world map highlighting various Big Mac versions.
- High-resolution images (preferably svg) and animations that bring the story of the Big Mac to life, from its origins to its place in today's culture.

The goal is to create a visually stimulating website that not only celebrates the Big Mac but also offers visitors a burst of happiness and nostalgia. This design approach aims to mirror the pleasure of enjoying a Big Mac, making the website itself a source of joy and entertainment.

Some examples:

(you can visit this Chicken Out website for more reference of their style: https://chickenoutchicken.com)