

# Creative Brief

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## Project Title: Tama the Cat Website

### 1. Project Overview

The goal of this website is to provide information about Tama the Cat, highlighting why she was significant in her community and the legacy she left behind for her successors.

### 2. Resources

Copy and images can be found at [https://en.wikipedia.org/wiki/Tama\\_\(cat\)](https://en.wikipedia.org/wiki/Tama_(cat)). Websites like [Creative Commons Search](#) are also good places to find photos that are okay to use on websites.

### 3. Audience

This site is informational and won't be promoted in a particular way, but will be viewed by the instructors of this class and maybe by some peers. It may also go on a portfolio for potential employers. The general age will be people in and older.

### 4. Message

Tama's story is heartwarming, and shows how a community can come together (and even gain international attention) through such a quirky role of an animal who helped to save the station from closing. While monetary profit may also be a factor, the amount of care that Tama and related initiatives was given show how everyday things like trains and train stations can be made more creatively.

### 5. Tone

The tone of this website can be more light-hearted, although the portion on Tama's death and legacy may carry more weight. Rather than being mournful, however, I think it would be nice to have an uplifting tone in speaking of Tama as a new spirit goddess.

## 6. Visual Style

Based on the color palette of Tama herself and the train and station made for her, I think it would be best to go for a more colors such as cream, brown, or black. Lighter pastels would also work well with the general tone of the website, which can be whimsical in a way. Reflecting Tama's role as stationmaster through some darker blues might also be effective. Rounder elements that portray the playfulness of a stationmaster cat can also be considered.

The official website of Tama's prefecture railway has a pretty simple color scheme that generally reflects a palette I had in mind: <https://www.wakayama-dentetsu.co.jp/>

Layout-wise, I think something like the Moomin website's homepage with various sections and a top menu would be good to look at. The site also follows a general color palette throughout its images and elements: <https://www.moomin.com/en/>

