Creative Brief

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Project Title: Skins Website

1. ### Project Overview

   The goal of the website is to provide information about the TV show Skins, its characters, and its plot points. It's a lot of information because there are seven Seasons/Series, but each episode is centered on a specific character and their development, so the characters are likely the main focus.

2. ### Resources

   https://en.wikipedia.org/wiki/Skins_(UK_TV_series) and http://www.imdb.com/title/tt0840196/ have some information about the show and some imagery. Screenshots of the show are easily available. Episodes themselves, I believe, are currently on Netflix.

3. ### Audience

   This is a purely informational site and isn't going to be used for any commercial purposes. I doubt it would be on portfolio so it isn't going to be formally reviewed. I would aim to make it accessible to both people who know a lot about Skins and those who are completely new to it. Skins is a *very* adult show, because it tackles a lot of controversial topics and problems faced by teenagers in the UK, so you can bet there won't be a lot of children viewing this website.

4. ### Message

   I'd like to focus on how Skins shows how teenagers tackle issues in their lives and how peer groups make a difference to who we are. Although usually TV shows are divided only by seasons, Skins has a new "generation" of characters every two seasons, which allows for more character-based analysis of the show. That is probably the thread I'd pull on in terms of information organization.

5. ### Tone

   The show's tone is sad but excited—maybe anxious is closer to what I'd use. It very much replicates what being a kid/teenager feels like, but in the bad, anxiety-stricken sense. It would be interesting to spin off

that and make the tone more positive, or even more matter-of-fact, as opposed to agitated and emotional.

6. Visual Style

Because the show is essentially about teenagers whose lives are absolute messes, the show's aesthetic tends to be very busy and overloaded with imagery of people. I think a good way to balance that would be having a relatively organized and easy to read/simple layout and color scheme. It would also draw more attention to the imagery you choose to include and make it easy to highlight certain aspects of the show over others in an info-heavy website. Black and white might not be a bad idea either, since the images from the show tend to be colorful.
I would stray from a single-page or long-page format, because there is potential for division of information in this topic and otherwise it'll be too many facts about different characters/series on one page.