

# Content Creative Brief

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## Project Title: Don't Starve (Game)

### 1. Project Overview:

The goal of my website is to be generally informational and promotional. Display the game in a way that explains what it has to offer so people would want to buy it or go watch a lets play of it.

### 2. Resources:

Wiki page: [https://en.wikipedia.org/wiki/Don%27t\\_Starve](https://en.wikipedia.org/wiki/Don%27t_Starve)

Images can be found on google images or at these websites or from your own game

Don't Starve website: <https://www.klei.com/games/dont-starve>

Steam website: [https://store.steampowered.com/app/219740/Dont\\_Starve/](https://store.steampowered.com/app/219740/Dont_Starve/)

### 3. Audience:

This website should be promoting Don't Starve in order to get people interested in the game enough for them to want to buy it from a proper source. Targeted audience would be a range of ages but mostly people who are interested in videogames and are wondering whether or not to buy this game (or just want to know more about it).

### 4. Message:

I would like to focus on what this game has to offer and why people should play it. I also want to show the interesting art style they used for the characters and the environments.

### 5. Tone:

The tone should be very much like the game. It could be dark with hints of blue and orange representing the night and lighting a fire. It could also be a warm tone such as a warm orange or green to represent what the game looks like in the day time. Use google images of this game as a color palette reference or use your favorite moments of this game since you have played it before. Don't use Shipwreck's color palette as the main aesthetic. Images below.

## 6. Visual Style:

I really like the layout out of the Life Is Strange website so maybe looking at Don't Starve's website and incorporating elements from Life Is Strange's website. Images below. As for type, check google fonts or typekit and see if there is a font similar to the don't starve font that you can use for the headers of the different pages. I also included an image of the font the website used.

### Tone Images:



## Visual Style Images:

### ABOUT DON'T STARVE

Don't Starve is an uncompromising wilderness survival game full of science and magic.


You play as Wilson, an intrepid Gentleman Scientist who has been trapped by a demon and transported to a mysterious wilderness world. Wilson must learn to exploit his environment and its inhabitants if he ever hopes to escape and find his way back home.

Enter a strange and unexplored world full of strange creatures, dangers, and surprises. Gather resources to craft items and structures that match your survival style. Play your way as you unravel the mysteries of this strange land.


#### KEY FEATURES

**Uncompromising Survival & World Exploration:** No instructions. No help. No hand holding. Start with nothing and craft, hunt, research, farm and fight to survive.

**Dark and Whimsical Visuals:** 2D characters and odd creatures inhabiting a unique 3D world.




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IGR  
indiegamereviewer.com

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