

Creative Brief

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I've Heard That Voice Before: The Funimation Regulars

1. Project overview

The purpose of the website is to give visitors a fun way of tying together if they've heard a voice actor in another piece of work other than the ones they know them from. Both the format and tone will have the same brightness as classic anime, utilizing bright yet balanced colors.

2. Resources

[Funimation - Wikipedia](#) is the initial source, however, [Famous Anime Voice actors english dub - IMDb](#) will serve an integral role as well.

3. Audience

The site will serve as an informational hub to those wishing to inform themselves on voice actors.

4. Message

The site should order content produced by funimation in a way which makes viewers realize the prevalence of common voice actors in their favorite shows, displaying the pertinent information in a way which strikes the viewer with that message.

5. Tone

The tone should be bright, poppy but clean, giving the anime-feel but still having a modern look to it. Possibly gold color as base, or maybe use the funimation purple and white. Should be a legible player-card-like layout for the actors that give a direct and organized management of information.

6. Visual style

Clean and solid, with bright and polarizing colors. Images are only used as icons, actor headshots, or show title cards, simplistic and well spaced. Uses purples, golds and white.



FUNimation

