

Creative Brief

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Project Title: Moomins Website

1. Project overview

The goal of this website is to provide insight into the world of Moomins by capturing the unique melancholic and mature themes presented through the visuals and simplicity of a children's story.

2. Resources

The content is available at <https://en.wikipedia.org/wiki/Moomins#>, though additional information can be sourced from the official Moomins website here: <https://www.moomin.com/en/>. Both of these sources also provide images of original illustrations, animation stills, and book covers.

4. Audience

This site should feel informational, but easily digestible for those with casual interest. The audience may include students or design professionals, or people seeking to learn more about Moomins.

5. Message

The website should convey the key themes in these stories, including unconditional love, tolerance, respect for nature, acceptance, and finding joy in simplicity. It should convey calmness despite an uncertain or chaotic world.

6. Tone

The tone should feel idyllic overall. It should lean into the warmth of the series, while balancing the mass appeal to children and adults alike. For example, it should feel colorful, but not too bright.

8. Visual Style

The visual style should mainly follow that of Tove Jansson's art style, with a slightly handmade feel, but lots of small details surrounded by negative space, and a sense of minimalism. Some reference images are included below.



THE MOOMIN FAMILY

The Moomins are the central characters in a series of books and comics, originally published in Swedish in Finland, by Swedish-Finn illustrator and writer Tove Jansson. They are a family of white and roundish trolls with large snouts.



GET TO KNOW THE CREATOR OF THE MOOMINS

As a visual artist, illustrator and author, Tove Jansson expanded and transformed her expression tirelessly up until the last years of her life. Her works are a reflection of an entire life philosophy, eliciting enthusiastic responses from children and adults alike all around the world.

[READ MORE ABOUT TOVE](#)



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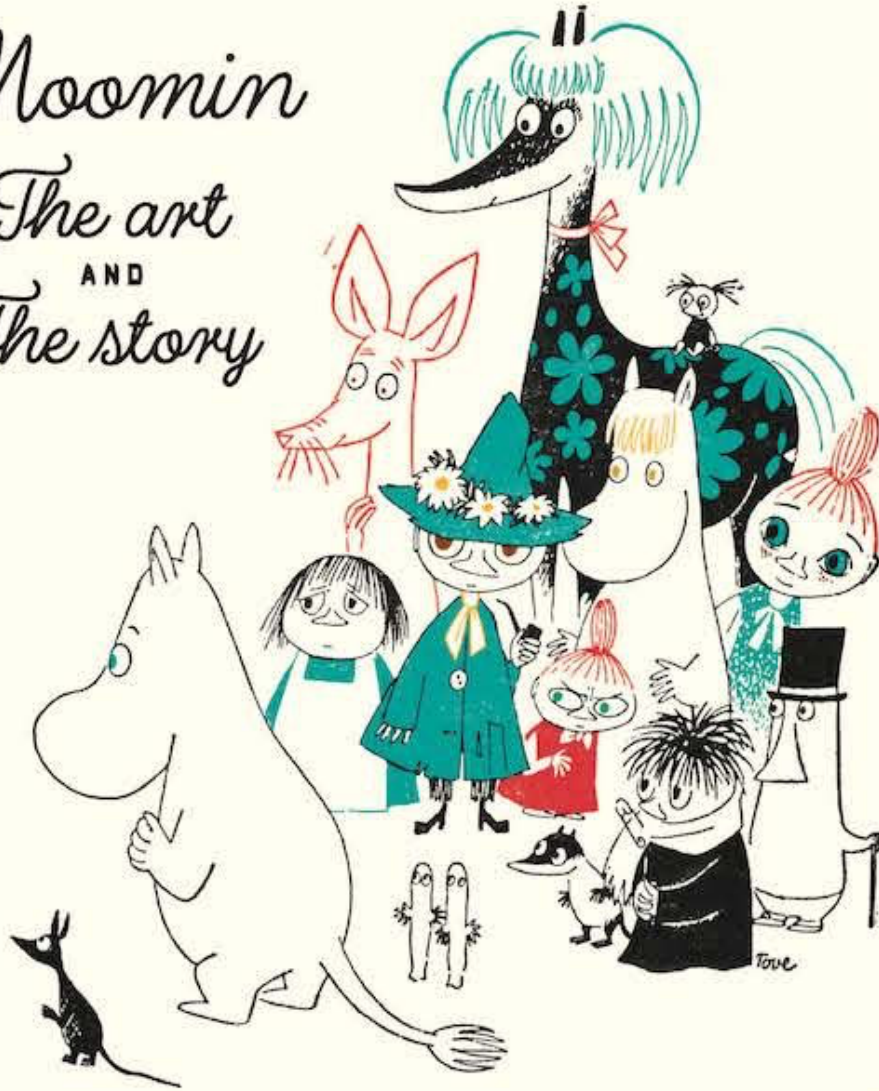
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TOSテレビ大分県局50周年記念事業

Moomin
The art
AND
The story



これまでにない
ムーミン原画展。

MOOMIN
ムーミン展

THE ART AND THE STORY

2019
6.29. SAT
9.1. SUN

会期中無休 開館時間=10:00-19:00
※金・土は20:00まで ※入場は開館の30分前まで

大分県立美術館
1階 展示室A

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(the handwritten type matches well with the illustration)



Recipes

Know what you want? Search it!



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Browse recipes.



Explore by Region

Get to know the 8 Great Cuisines of China, each with distinct taste and textures.



Create a Set Menu

Chinese dishes are meant to be shared. Get your friends and family together!

Make us a part of your lifestyle



A taste of home
in every dish

(note the use of outlines that fit well with line art, as well as the overall use of negative space)