

Creative Brief

Jou Ani
10/29/2024

Project Title: Beatcats

1. Project overview

The goal is to provide a lot of general information on Beatcats, as its hard to learn about them outside of Japan. I want to endear readers to the characters, music, and the amount of work that went into the project as a whole.

2. Resources

There two Wikipedia articles, a long one in [Japanese](#) and a shorter one and [English](#). There is also a [Sanrio page](#) and an [Sega page](#) in Japanese and [YouTube channel](#). A lot of promotional material can be found with a google search or on the [fan wiki](#). Goods republic has a lot of the [merchandise](#) sold.

4. Audience

Though anyone is free to explore the site, it will be geared towards those with an interest in Sanrio, Japanese mascot culture, virtual bands, kawaii aesthetics, spooky aesthetics, idol music, and electronic music.

5. Message

I'd like to deepen the audience's understanding of Japanese idol and mascot culture and an appreciation for kawaii and spooky concepts.

6. Tone

The tone should be very light and playful.

8. Visual Style

Beatcats markets itself as a combination of cute and edgy, so it would be good to use a mixture of light pastels and dark greys and black. There would be a minimal to no use of gradients. Hearts, bows, dots, and line art of cute iconography should also be abundant. It will also be important to use official artwork of the characters as opposed to photography.

