

Creative Brief

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Project Title: Mechanical Keyboard Website

1. Project overview

The goal of this website is to present mechanical keyboards as both a functional tool and a customizable design object. The site will be primarily informational, but also visually engaging, highlighting not only how keyboards work, but why they have become popular within online communities. The project will balance technical and visual appeal, showing keyboards as both engineered products and personal expressions.

2. Resources

Primary content and images will come from https://en.wikipedia.org/wiki/Keyboard_technology. Additional information and reference images will be sourced from online articles and keyboard community forums. Visual references such as custom keyboard builds, switch diagrams, and typing setups will be used to support the content.

3. Audience

The primary audience are people who are new to mechanical keyboards or are interested in learning about them/building them. The site should be accessible to beginners while still visually appealing to those familiar with the topic.

4. Message

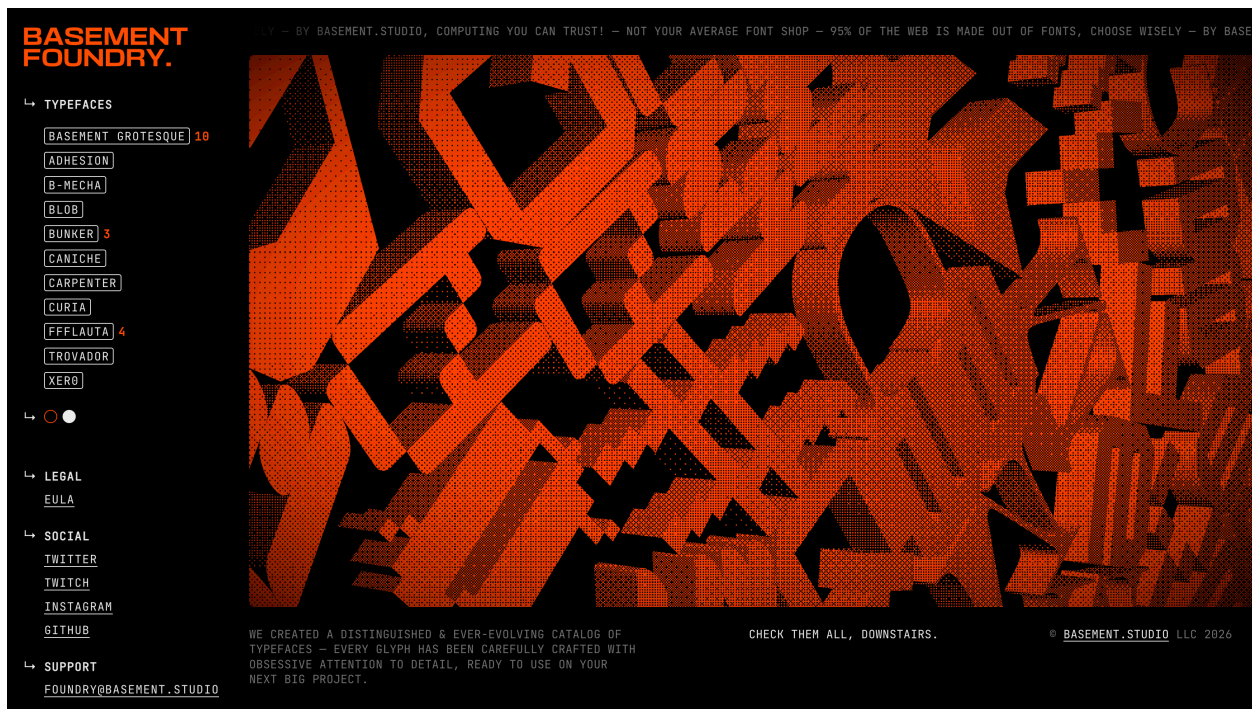
The main message is that mechanical keyboards are more than just everyday tools; they are customizable, expressive objects that combine function, design, and personal preference. The site should communicate both their technical structure and their significance.

5. Tone

The tone should be clean, modern, and slightly technical, but still approachable. It should feel similar to a product website and is informative but visually engaging. I would avoid overly academic or dense language and instead focus on clarity and simplicity.

6. Visual Style

The site may use a dark theme inspired by modern tech interfaces, with subtle lighting effects that mimic RGB keyboard lighting. The site will focus on clean typography, with a strong visual hierarchy and emphasis on imagery. It will be structured as multiple pages with a simple navigation bar across the top. The overall design should focus on balancing visuals and text with consistent spacing and alignment. Because of the keyboards technical aspects, the site should implement various responsive functions.



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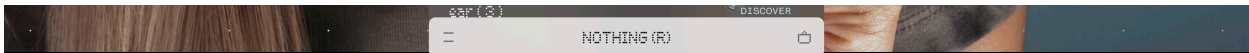
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