

Creative Brief

Brett Davis

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Project Title: *The New York Times* Crossword Puzzle

https://en.wikipedia.org/wiki/The_New_York_Times_crossword_puzzle

1. Project Overview

The goal of my website is to be generally informational, but to expand beyond simply the crossword itself. Certainly, there will be a section about crossword conventions, but the site will also dive into the history. Who are important people associated with the crossword and how has the crossword changed over time are both questions the site should answer. Also, the site should keep a sole focus on *The New York Times* crossword puzzle itself without being too general about crossword puzzles themselves.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/The_New_York_Times_crossword_puzzle. While no images are displayed on this page, a search for “crossword theme design” and “NYT crossword theme” results in some images from *The New York Times* that include more illustration and color than other crossword images.

4. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This site is not meant for those who are already crossword experts, nor is it meant for those who want to learn what a crossword is. Instead, it will have enough information that someone familiar with *The New York Times* crossword puzzle could read it, find interest in it, and leave satisfied that he or she has learned something. Likewise, this site would not be for children, but anyone above a child's age should be able to appreciate it. Because I have a job lined up in the financial sector after college, I do not anticipate that this would be included in any sort of portfolio.

5. Message

I'd like people to walk away with a deeper understanding of what goes into a crossword. The creation itself, especially to create a crossword that large with a pattern incorporated into it every day, is an art form that should be recognized by a wider audience.

6. Tone

The tone, while the site should be mostly informational, should be one of moderate admiration.

7. Visual Style

The main visual components should consist of black and white. Muted color tones can be mixed throughout, though should serve as a complement. The 90° angles and boxes with lightly stroked outlines should serve as an obvious design direction to go in.

Below is some inspiration from *The New York Times* itself.

