

Creative Brief

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Project Title: House of Leaves Website

1. Project Overview

The goal of my website is to feel layered, interactive, and like a collection of things like the book did, but explain the book and the author's process of writing it clearly and highlight the unique layout.

2. Resources

[House of Leaves - Wikipedia](#)

['House of Leaves changed my life': the cult novel at 20 | Books | The Guardian](#)

- Positive reviews

[This Is Not For You: House Of Leaves Review](#)

- This person struggled with the layout and listed some problems they had

More photos on google

3. Audience

My audience is people that have or want to read House of Leaves. People who are interested in the book would like a less straightforward layout, but I want it to be organized and informative for people who don't fully understand the book. Instructors and possibly prospective employers will see it. The audience is more likely to be people that like long books and psychological horror.

4. Message

I want the website to highlight the unique layout decisions that the author made. I want the content to focus more on the layout than the plot.

5. Tone

The tone should be a combination of academic, disorienting, mysterious, and layered. It could function as yet another layer of content that is in conversation with the fake works in the book. Not like a work of fiction itself, but there are a lot of fake academic people and works within the book that respond or give comments to each other so it could work in a similar way.

6. Visual Style

There will be a contrast between text that feels academic and text as image. It will follow certain themes from the book such as the use of colors for certain words, changing direction, dark and light, and scanned documents. I want it to feel like an archive of documents. The information in the book has different levels of clarity. Lots of text in the book is included for the atmosphere rather than the plot. Some parts feel organized and academic but are only tangentially related to the plot, while others are obscured by things such as layering or censoring with black boxes. Other parts are difficult to read but the intention is to engage the reader more and make them work to understand the text. Much of the text is easy to read though with normal body text and footnotes.

