

# Creative Brief

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## Project Title: Olivie Blake Author Website

### 1. Project overview

The goal of this website is to introduce Olivie Blake's work and creative philosophy through an immersive and story-driven design. Rather than just listing her books, the site should feel like an extension of her world. It should capture the emotional depth, imagination, and introspection found in her writing while highlighting her career as a bestselling author.

### 2. Resources

Main reference materials:

- <https://www.olivieblake.com> (official site for structure and tone)
- [https://en.wikipedia.org/wiki/Olivie\\_Blake](https://en.wikipedia.org/wiki/Olivie_Blake) (biographical context)
- Book covers and press materials for *The Atlas Six*, *Masters of Death*, and *Alone With You in the Ether*

Visual inspiration can come from: moody libraries, cosmic or alchemical illustrations, soft lighting, and elegant typography.

### 3. Audience

The site is for readers who love speculative fiction, especially fans of literary fantasy and dark academia. Most visitors will likely be between 18 and 35, including students, young professionals, and book influencers. It should also appeal to industry professionals such as editors, agents, and publishers who are looking for author portfolios and press information.

### 4. Message

The website should show that Olivie Blake isn't just a fantasy writer, but a storyteller who blends philosophy, emotion, and imagination. Her books explore love, power, identity, and the grey areas of human nature, and the site should reflect that depth. Visitors should get a sense of mystery and beauty, but also warmth and intelligence, as if stepping into one of her worlds, where every detail feels intentional and slightly magical.

### 5. Tone

The tone should feel introspective, elegant, and a little haunting. It should balance literary sophistication with emotional honesty. Think of a calm, reflective space that draws readers in rather than overwhelming them.

## 6. Visual Style

There are two main design directions that could work:

### Option 1: Modern Alchemy

A clean, minimal layout with metallic accents, serif typefaces, and deep colors like black, gold, and muted gray. Motion effects can be subtle, like slow fades or small animations inspired by ink or constellations.

### Option 2: Dark Academia

A textured look with parchment tones, soft shadows, and classical typography. Use warm, aged colors such as cream, burgundy, and deep brown. Small illustrations inspired by manuscripts or alchemical diagrams could add personality.

In both styles, use plenty of negative space, smooth transitions, and a clear hierarchy of text to keep the experience immersive and focused.





