REACT ENSEMBLE CREATIVE BRIEF

GOALS AND MISSION

React Ensemble is a library for building animations in React, a Javascript library for building user interfaces. The React Ensemble library is designed to help with longer animations that have precise timing or a lot of moving parts.

TARGET AUDIENCE

The target audience for React Ensemble is for developers with previous experience with the React library who are creating or working on a project with complex, long, or precisely timed animations. The React Ensemble library assumes you have enough experience with the "function" components and the "useState" hook in React.

RATIONALE

The two font used if React Ensemble are Allumi, designed by Jean François Porchez with Typofonderie and Open Sans, designed by Steve Matteson with Google Fonts. Allumi is a dynamic humanistic font with letterforms that are neither perfectly round or square, which adds to the animated mission of React Ensemble. Paired with Allumi is Open Sans, because it is designed specifically for clarity and readability in web projects and precision and clarity aligns with the goals of React Ensemble.

The colors chosen for React ensemble are a soft scarlet, bright orange, golden yellow, and a deep navy. React Ensemble has seamless animations and movement, so the colors chose for the brand must seamlessly blend into one another. The logo uses these four overlapping colors to represent the animated shapes used on the React Ensemble documentation site.

CHALLENGES

The challeges that React Ensemble would face are competitors and publicity. Because React Ensemble is an open source project, anyone can access and work with it, but it is among many similar projects in the npm database. Technology is also rapidly developing, which means React Ensemble could quickly be replaced by a project with more funding or a larger platform. To combat this, the React Ensemble website uses these branding elements to show its ease of use and simplicity and accessibility for each user. This will help the library stand out despite these challenges.

DISTRIBUTION PLAN & PROMOTIONAL CONTENT

The distribution plan for React Ensemble is dependent on team members continuing work on the project. The more updates and versions the team produces, the more awareness the library will recieve. The responsiveness of the library and the team will also promote the product, as the issues and bugs are fixed as they come up. This will guarantee a large number of users and using and interacting with React Ensemble.