Creative Brief

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Academy Awards Website

1. Project Overview

The goal of the website is to provide information about the Academy Awards, presented in a fun and dynamic way. Additionally, I think it's important to criticize the history of the Oscars and the film industry in general by addressing some of the issues that have been raised in the past few years about it's current state.

2. Resources

Most of the information you'll need is on this Wikipedia article, https://en.wikipedia.org/wiki/Academy_Awards, but I'd recommend also checking out http://awardsdatabase.oscars.org/ampas_awards/BasicSearchInput.jsp to conduct searches for different Oscar winners. I'd be happy to discuss some of the lesser-known categories as well. Some further information, if needed, about the Academy can be found here: https://en.wikipedia.org/wiki/Academy_of_Motion_Picture_Arts_and_Sciences

3. Audience

This website will be strictly informational, but as said in class it will be part of my portfolio. Demographic information will also be across the board and I don't expect children or elderly people to see it.

4. Message

I'd like to be critical but respectful of the Academy Awards. As it is the oldest award show in our country and has honored many important figures and films throughout time, it should recognize the accomplishments of the people and artists in the film industry. However, it is always necessary to provide criticism, especially when there is so much room for growth.

5. Tone

The tone should definitely match the glamour of Hollywood and the film industry, but in an understated, simple and classy way. I think that will also provide a good framework for the criticism I'm looking for. I would recommend using quotes and photos of various figures in film that have criticized the Academy as content – they'll fit in well with the tone while providing the critique.

5. Visual Style

I think it's worth looking at the AMPAS website to get an idea of the simplicity that should go into this, but I have a few more examples of a direction that could be taken. I see this going in two directions: Either full vintage Hollywood, or sleek, post-modern glamour.

I've included some examples - feel free to interpret in your own style.

Here are some good source photos of Old Hollywood to include as content, but also could be used as inspiration for the overall design:
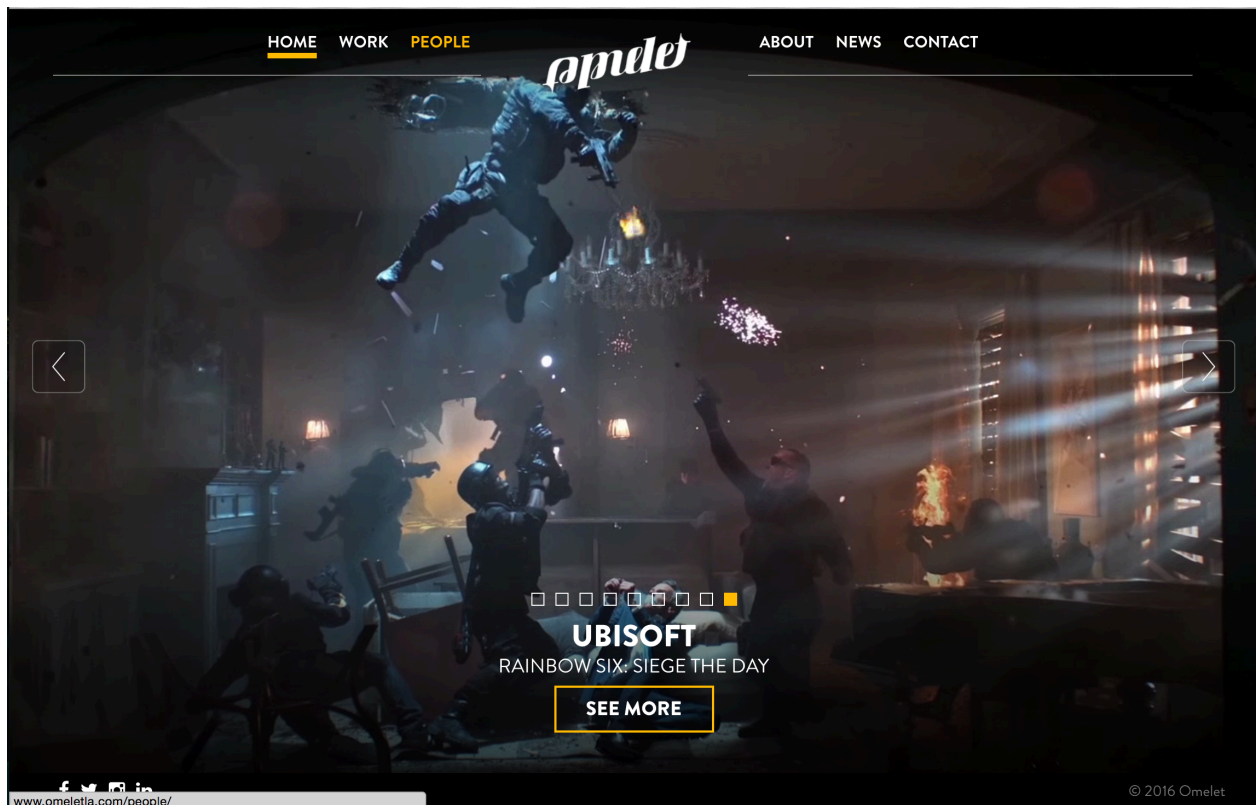http://www.huffingtonpost.com/entry/vintage-academy-awards-glamour_us_56cb7d71e4b0928f5a6cd522

This was the design campaign for the 88th oscars

This is the official Oscars/academy website

Another website example to look at (omeletla.com)