

# Creative Brief

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Project Title: *Rebel Without a Cause* Website

## 1. Project Overview

The goal of my website is to provide an overview to the film *Rebel Without a Cause* to audiences that might not be as familiar with the film. The website should be a striking and fair representation of the film to generate interest, convince anyone of the film's cultural and cinematic significance, and to make viewers want to go out and watch it, or even to research more about it.

## 2. Resources

The wikipedia page is here: [https://en.wikipedia.org/wiki/Rebel\\_Without\\_a\\_Cause](https://en.wikipedia.org/wiki/Rebel_Without_a_Cause). Google images can provide a lot of references for screencaps and movie posters, as well as promotional photography and some visual language for the subculture behind 1950s American youth culture that informed the movie.

## 3. Audience

This is meant to be an informational website for a range of demographics, but with some special attention paid to a younger audience that has not been exposed to this movie either firsthand or through various cultural references (so possibly a more specific age range around 14-25?). Though the website should recall the visual language of the 1950s, it shouldn't feel outdated or difficult to navigate. It is less likely that older audiences should be the target demographic, even though they may actually know the movie. This is meant to be geared to a generation newly obsessed with vintage films and styles.

## 4. Message

I'd like the message of the website to be focused on the beautiful cinematography and significant themes of the movie, to emphasize its iconic status and how it once stood as a rare example of a new and startling representation of American teenagers, as romanticized as the idea was. I'd like the movie to be remembered as both an (now somewhat) outdated social commentary piece and a beautiful, conflicted film in itself.

## 5. Tone

The tone should capture the overall brooding and intense nature of the film, which is especially highlighted in the dramatic lighting, colors, and music used in the movie. Similarly, the colors, type, and arrangement of elements in the website should recall this darker mood. The website should be a modern look at a vintage film, so it should be sleek and easy to navigate, but capture some of the older, recognizable qualities of 1950s America in its visual language.

## 6. Visual Style

I would really like the website to recall some of the styles and moods from 1950s American youth culture. I've included some images below as examples of what I might mean, as well as some screenshots from the movie itself. The difference between the giggly, soda pop-drinking, fluffy sweater-wearing image of what American teenagers were supposed to be and the wave of counterculture movements that cultural giants like Elvis Presley and James Dean set off for young people in this age are fascinating visual trends that can be utilized.





The star sensation  
of 'East of Eden'

# JAMES DEAN

IN  
"REBEL  
WITHOUT  
A CAUSE"

**WARNER  
BROS'.  
CHALLENGING  
DRAMA  
OF TODAY'S  
JUVENILE  
VIOLENCE!**

**CINEMASCOPE** and WARNERCOLOR

ALSO STARRING  
**NATALIE WOOD** with **SAL MINEO** JIM BACKUS ANN DURAN COREY ALLEN WILLIAM HOPPER STEWART STERN

DAVID WEISSBART NICHOLAS RAY  
Music by J. J. Johnson

The movie poster for 'Rebel Without a Cause' features a large image of James Dean in a leather jacket, looking back over his shoulder. In the bottom right corner, there is a smaller image of James Dean and Natalie Wood.