

## Creative Brief

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Project Title: Spirited Away Website

### 1. Project Overview

The goal of this website is to present general information about the movie *Spirited Away* in terms of production, cast, story, etc., but more specifically to focus on the beautiful animation and the story and its themes.

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Spirited\\_Away](https://en.wikipedia.org/wiki/Spirited_Away)

Many images available on Google

### 3. Audience

This site is meant to be both informational to those who have not viewed the movie, and for fans who want to learn more about the movie, but more of the latter. The audience is most likely to be of a teen to young adult demographic, and the project may be viewed by faculty as a part of my portfolio

### 4. Message

I would like to show this movie as a masterpiece in terms of visual imagination as well as story. I would like this site to capture the wonder of this movie with stunning images of the animation, and display it alongside memorable moments of the plot or script.

### 5. Tone

The tone should be magical, whimsical, beautiful, maybe somewhat mysterious.

### 6. Visual Style

I imagine the site to be black with colorful imagery and highlight elements in either red or other bright colors that match the palette of the overall movie (Night glowing with lights kind of feeling- See images)



