Creative Brief
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November 9, 2016

Project Title: Fantastic Mr. Fox

1. Project overview The goal of my website is to present a variety of facts about Fantastic Mr. Fox--the author, the illustrator, the film, and facts about foxes themselves. Due to the wide range of sub-sections, I plan on each section not going into too much detail. The focus is more about the coherent mood/style of the pages that is simplistic and whimsical, and presenting a basic understanding of the general information.

2. Resources I looked mostly at wikipedia pages:
Fantastic Mr Fox book: https://en.wikipedia.org/wiki/Fantastic_Mr_Fox
Roald Dahl: https://en.wikipedia.org/wiki/Roald_Dahl
https://www.roalddahl.com/
Donald Chaffin: https://en.wikipedia.org/wiki/Donald_Chaffin

I also have looked at Pintrist for inspiration.

3. Audience The site is meant to be informative and celebrate the book. While the site is informational, it is meant to be positive. Demographic info could be all across the board, but the audience is intended to be young adults, maybe include children, or people who are fans of Roald Dahl or Wes Anderson.

4. Message YAY FOXES! And also to summarize the story and history of its production.

6. Tone The tone should be lighthearted and fun.

8. Visual Style My intension in to be inspired by Wes Anderson and the original Roald Dahl illustrations. Having a simple, modern, Futura typeface-esque style.

I attached some photos below.

foxes

Fantastic
Mr Fox
Roald Dahl
Illustrated by Donald Chaffin

MR FOX

WILD
RAIDERS
EST   1970
MOTORCYCLE
CLUB
- WE'RE ALL DIFFERENT - WE'RE ALL FANTASTIC -