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Interaction Design
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Criminal Minds Microsite Creative Brief

1. Project Overview

The goal of my website is to highlight information for those looking to see what the TV show is about as well as fans of the show wanting a refresher on certain plot elements, character info, etc.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Criminal_Minds, as well as some photography. Other places you can find photographs include Google Images, the CBS website (http://www.cbs.com/shows/criminal_minds/), and the Criminal Minds Wikia (http://criminalminds.wikia.com/wiki/Criminal_Minds_Wiki).

3. Audience

This site is intended for informational and entertainment use only. The show's audience consists primarily of those between the ages of 18-49, so it is less likely that children or those above retirement age will be accessing it. As part of my portfolio, it is likely that my instructors and prospective employees will also see it.

4. Message

I'd like to communicate how the show is more than a typical crime drama in its emphasis on character development. Though each episode focuses on a new story, the characters have much richer stories that evolve throughout the story, so I would like to highlight their contributions to the series in particular.

5. Tone

The website should facilitate the viewers' investigate/curious nature by providing a large amount of information in an easily navigatable way. At the same time, the content of the show is for more mature audiences, so the tone should still be serious and even somewhat somber at points, without being overly theatrical.

6. Visual Style

For this site, I would like to use the show's already-established color palette of black, white, and red. As the show is set in the present-day, I also feel it's appropriate to maintain the show's modern branding aesthetic by using sans-serif typefaces and clean lines. Within these guidelines, I see the site going one of two ways: 1) emphasizing the analytic nature of the show by employing a strong grid-structure and making text-heavy layouts or 2) capitalizing on the dramatic aspects of the show by using photography and more expressive type that varies in scale. Below, I've included several references for consideration.

SANDRA
BULLOCK
BILLY BOB
THORNTON
ANTHONY
MACKIE

OUR BRAND IS CRISIS

OCTOBER 30

ACADEMY AWARD WINNING PRODUCERS OF *ARGO*

MAY THE BEST
CAMPAIGN WIN.

HOME
CAST & CREW
STORY
PARTNERS
TUMBLR

WATCH TRAILER



PG-13 PARENTS STRONGLY CAUTIONED
Some Material May Be Inappropriate for Children Under 13
© 2015 Warner Bros. All Rights Reserved
MPAA Film Rating: PG-13
Legal: Privacy Policy Terms Of Use Help Center

100%



OUR
BRAND IS
CRISIS
OCTOBER
30th

- CLARITY AND BONE

LOSING IS NOT AN OPTION

CAST & CREW

"A FASCINATING GLIMPSE AT THE PERILS OF
"CAPITULATING" INNOVATION."

Entertainment Weekly /
New York Times



PG-13 PARENTS STRONGLY CAUTIONED
Some Material May Be Inappropriate for Children Under 13
© 2015 Warner Bros. All Rights Reserved
MPAA Film Rating: PG-13
Legal: Privacy Policy Terms Of Use Help Center



100%



ARCHITECTURAL

City

We absolutely love architecture and shooting todays interiors, historic including surrounding greenway from foot to road.

📷 E.g. Soon

📹 E.g. Soon

Residential

We can shoot comprehensive home interiors and properties for real estate or personal purposes.

📷 E.g. Soon

📹 E.g. Soon

Venues

We can shoot amphitheater, amusement parks and virtually any other venue.

📷 E.g. Soon

📹 E.g. Soon

BIOLOGICAL

Adventure

We are avid hikers, snowboarders, skiers, mountain bikers, surfers and water sports. Needless to say, whatever you're into, we can get whatever action shot or footage you're looking for (conditions permitting).

📷 E.g. Soon

📹 E.g. Soon

Sports

Soccer, football, basketball, golf, tennis, etc. - we can definitely work with you to get your personal or professional aerial shots and/or footage.

📷 E.g. Soon

📹 E.g. Soon

Events

We'll take your event to a new level... from the sky.

📷 E.g. Soon

📹 E.g. Soon

GEOLOGICAL

Land or Water

We have the capability to cover miles of terrain from any single point which is perfect for any type of land mass coverage.

📷 E.g. Soon

📹 E.g. Soon

FLIGHT TRAINING

Hands-on Flight Training

We're developing a hands-on drone flight training course just for you.

📶 Coming Soon



CONTACT

Currently serving the **Pacific Northwest** and surrounding areas.

Based in Seattle, we currently serve areas within and around the **Pacific Northwest**. We do love to travel and meet new people, so if you need services outside of this region, we'll see what we can do. Contact us using the form below, tell us about your project and if you like what you hear, schedule a free on-site consultation.

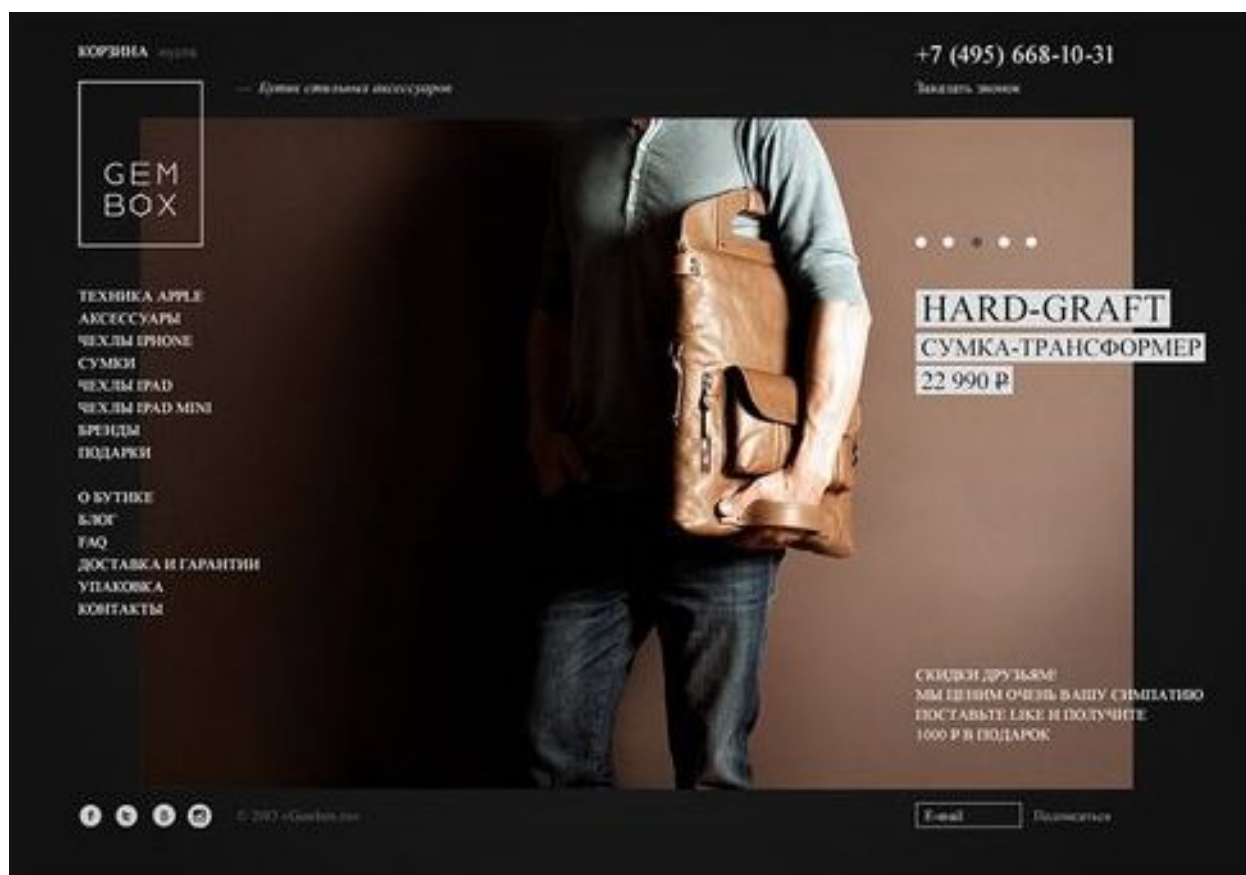
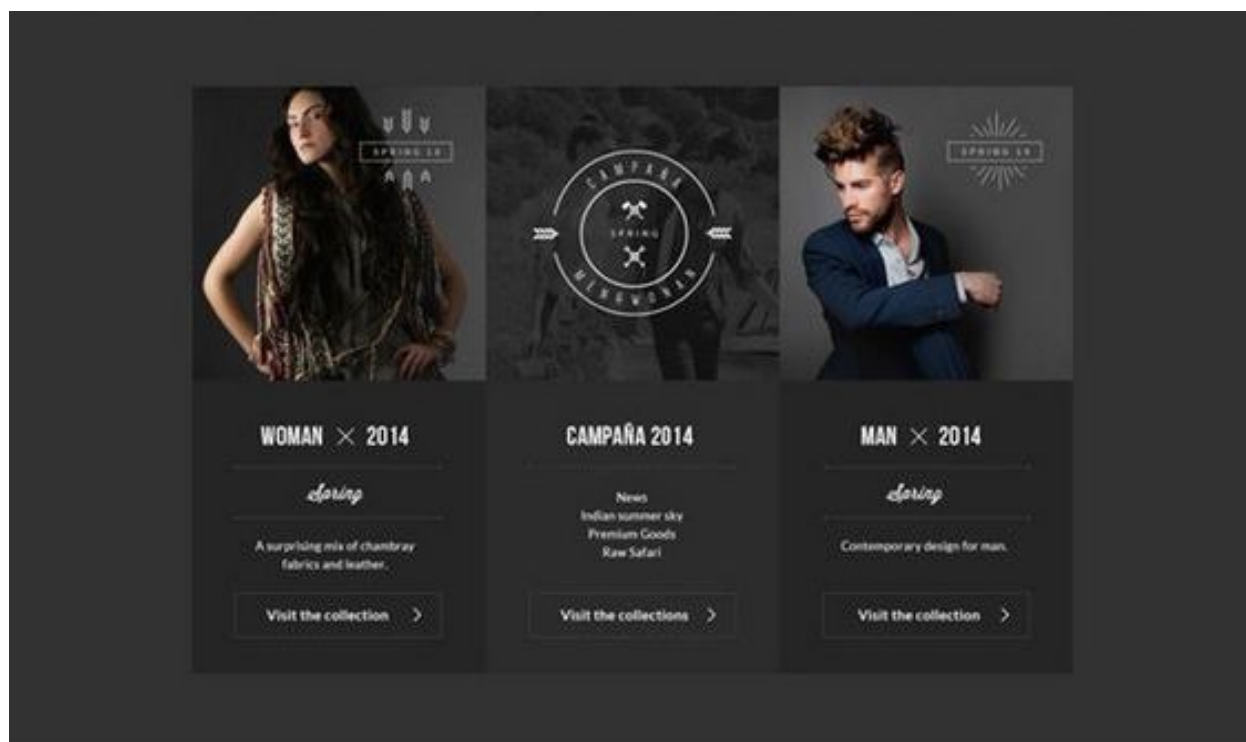
📧 Name

📧 your@email.com

📞 Phone

📄 About your project...

Submit your inquiry





Capitol Couture

Katniss Everdeen
The Mockingjay

Katniss
Everdeen

Her Final Flight

The story of Katniss Everdeen's first appearance at the Capitol Couture offices is so famous, for a time it was a staple of every cocktail party conversation in the Capitol. So it goes that Everdeen was scheduled to be photographed for the cover of our third issue, *Igris Glace*, a highly guarded secret so as to prevent a riot amongst her adoring fans. However, due to a communication error, Katniss walked right through our front doors. The office erupted in such deafening screams, (keep in mind those offices were constructed out of molded titanium and glass) the front doors completely shattered. Katniss, without skipping a beat, smiled and took a bow amongst the shards of broken glass. That day, Katniss Everdeen was the most famous woman in Panem. Today, speaking her name will get you killed.

Fully aware of the dire consequences this may have, Capitol Couture is bringing you the feature no one else dares to: an in-depth look at the once beloved Capitol icon who became the voice of a revolution and changed Panem forever.

Beginnings

You know her by many names: the Girl on Fire, the Mockingjay, Katniss Everdeen. But before she was a victor or a symbol for the rebellion, she was a girl from 12. Her modest origins only make her story more unlikely, as stardom is so rarely attained by citizens of the outer districts. Take a look at the events and people that would come to define her.



Prim
Everdeen
District 12



Gale
Hawthorne
District 12

Prim Everdeen couldn't have been more than ten years old when her name was called—but she was not taken to the Capitol on day of the reaping. Katniss Everdeen's selfless gesture to volunteer made a lasting impression on all of Panem. As she left to prepare for the gruesome battle ahead of her, she left behind her entire life in 12.

The up-and-coming artist, Cinna, was made famous when he designed a series of cutting-edge pieces for Katniss—including the bird-like coronet in flames that earned her the nickname, "The Girl on Fire."

The 20th Hunger Games proved to be one of the most controversial in modern times because of the "Quarter Quell" games when Katniss

THE REAPING

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"Just Try to Win.
Maybe You Can."

Primus Everdeen

THE REAPING

THE REAPING

