

Content Outline

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Project Title: Atlanta (TV series) Website

1. Project Overview

The goal of website is to give an overview of the TV show *Atlanta* to viewers, whether they are new to the show or hard-core fans.

2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Atlanta_\(TV_series\)](https://en.wikipedia.org/wiki/Atlanta_(TV_series)). A google search of images with the keywords "Atlanta TV Show" or "Atlanta Donald Glover" will yield great high-res stills from the show.

3. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio; it's likely that my instructors and prospective employers will see and review it. Demographics could be all across the board, but the audience probably won't include children, or people of higher than retirement age.

4. Message

I'd like to focus on the star of the show, Donald Glover (a.k.a. rapper Childish Gambino), and the 'world' in which he lives. The core message will be how the setting of the show (its namesake), shapes the characters' actions and most aspects of the plot. Glover himself grew up in Atlanta and calls the city "a very special place." On his approach to the characters, he remarked, "I believe everybody has a situation, and I wanted to show real people in real situations... I wanted to make it a regional thing."

5. Tone

The tone of this site should be solemn yet eccentric, much like *Atlanta's*. As Wesley Morris (New York Times) put it, "Atlanta walks the line between magic surrealism and keeping it real." The show can make you laugh and it can make you feel pain – usually in the same moment.

6. Visual Style

I envision this site having a cinematic feel, with large stills, ample negative space, and a dark yet vibrant color palette. This show and its characters are gritty and real, and this is communicated best with imagery (see on next page).

The typeface used for the *Atlanta's* logo (see on next page) is probably a custom one, but I found that Playfair Display Black and Abril Fatface (available on Google Fonts) are pretty close. Although I don't think it's necessary to emulate the logo exactly, I believe that a bold, high-contrast serif would pair nicely with a sans serif choice for the body copy.

I found examples of engaging scrolling sites and put links and screenshots on the next page.



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ATLANTA



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