

Creative Brief
Jessie Kurz
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Project Title: Black Mirror

1. Project overview

The goal of my website is inform and entertain people with the Netflix show: Black Mirror and its commentary on our society, culture, social interactions, and technology.

2. Resources

https://en.wikipedia.org/wiki/Black_Mirror

3. Audience

This science-fiction show caters to a large enough audience, primarily the younger generation, so this site would be intended for those 18-60. This show is made for those into intense and suspenseful entertainment.

4. Message

This show is more than just sci-fi. This show presents alternate realities that could possibly be ours in the future. It presents questions of morality and is a commentary on how society currently lives now. For example, this show often presents advanced technology that raises moral issues but is also eerily echoes how technology has influenced our culture and how the alternate realities they show could one day be true. This show is made to make you think and question everything, as well as make you at times extremely uncomfortable because most of the times they do not provide you with all the answers by the end.

5. Tone

This website should definitely reflect and emphasize the creepiness and intensity that embodies every episode. The tone should be serious and mentally stimulating. I think the way the website should interact with the viewer should be similar to the way the show does with its viewers: make you wonder and think, make you uncertain and thinking about it even after its over.

6. Visual Style

For this site, I would like something that creates a similar mood and style to the main image they use for the show (a black cracked mirror). I think it should overall be very dark, clean, but also somewhat worn down and broken, to represent the flaws in society at the show constantly reminds you of. The show can be very dramatic, so I think the style should be as well. Technically, I think a more modern approach would be most suitable, considering the audience, topic, and tone.





BLACK MIRROR

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