Creative Brief

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Project Title: Studio Ghibli

Project Overview

The goal of my website is to present the history and development of the Studio Ghibli company while highlighting their products. The emphasis on representation will be on the art of the films that the studio makes emphasizing a visual representation of the films.

Resources

Wiki: https://www.wikiwand.com/en/Studio_Ghibli
Direct Studio Website: http://www.studioghibli.com.au/
Some fun stuff: http://www.ghibli-museum.jp/en/
Images can be found on Google images, Tumblr, flickr, etc. Please do site sources fully when using images from the web.

Audience

This site does not have a specific audience in mind but it ought to be visually engaging in a way that would attract the eye of a creative person. The site should be opening and respectful to all people and not represent any bias. It is a celebration of the work of the studio exclusively.

Message

I think the focus should be on the hands on and somewhat traditional forms of creating in which the Studio participates. Studio Ghibli has some of the most beautiful hand animated films, in my opinion, that have been created and their work has generated a significant adoring following. Representing the Studio in a genuine way that celebrates its work is the angle I am aiming for.

Tone

Genuine and light. This website should be sincere and light hearted, nothing aggressive or particularly dark, although the lightness also shouldn't be taken too overboard. The films from this studio are complex and beautiful but they also mostly have a certain dark streak. This balance between the physical beauty of the pieces of art and the slight darkness in the film narrative should balance out to a sincere and genuine feeling website. Nothing too extreme but true to the tone of the studio.

Visual Style

I think that this should feel image and illustration heavy. The representations can range from screen shots of the films to collections of characters across the films. This aspect can be a little open to interpretation but allowing the visuals of the films themselves to speak is a strong way to go.