

Creative Brief

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Project Title: Stranger Things Microsite

1. Project overview

My goal with this microsite is to replicate the feeling of the show, I want the site to have an otherworldly feeling through the use of color, typeface etc. I want it to feel like you are inside of "the upside down." The top bar should reference christmas lights in some way, however you think that would be most appropriate. Below are two images to give you a better idea of what I mean.



2. Resources Copy

The resource copy is available at [https://en.wikipedia.org/wiki/Stranger_Things_\(TV_series\)](https://en.wikipedia.org/wiki/Stranger_Things_(TV_series)), but you will likely need to find other images online of the cast, film stills etc. There are plenty of images on google that you could use.

3. Audience

This site is informational but it should also be directed at fans of the show mainly through typographic metaphors and a carefully selected color palette. But it should also be intriguing to people who have never seen or heard of the show. (I do not want it to look like a fan site.)



4. Message

I want people to understand Stranger Things after reading through this full site, not only the concept behind it but the general atmosphere of the 1980s style horror film.

5. Tone

I want to capture some of the eeriness of the show without being overdone. The show itself is beautifully shot but still has a unique style. I want the website to reflect that.



6. Visual Style

I think as far as style goes, I want it to be retro but not outdated. I also would stick to a dark color scheme with red accents and maybe white writing. Alternatively you could use the christmas light colors if you can make it look clean and not too cheesy. (notice the muted color palette of the stills). I also would try to find a typeface that references the typeface of the show for the nav bar or title if you can.

