

Creative Director: Molly Magnell

Designer: Alicia Chen

Content Outline:

<http://fall2016.wudesign.me/student/mmagnell/microsite/outline/content-outline.pdf>

Creative Brief:

<http://fall2016.wudesign.me/student/mmagnell/microsite/creative-brief/creative-brief.pdf>

- Bold, very fun
- Lots of pictures
- One column for content, side column that would have one preview box for images and thumbnails on the bottom to change the image → all images would be relevant to the given page theme
 - Fixed to the side, but the user can still scroll through the content
- Modern, sans-serif text (<https://www.behance.net/gallery/Briolo-Website-concept/30593193>)
- Big main page with images of characters
 - Slideshow of characters on the first enter page → all with the same image treatment to feel like a set
 - Pictures probably from the same phase → phase 2
 - Maybe unified through some color scheme
 - Song playing in the background of the entrance page (and only the entrance page): Feel Good Inc.
- Probably on a dark background with either white or some fun color for the text
 - Could be on a white background if the black feels illegible
- Designer's decision to have the side navigation bar link to different web pages or stay on the same page, but reveal different content
- Some of my favorite images:
 - <https://drive.google.com/drive/folders/0B3vYIVQlhagkMENSaFhpUTVUaWM?usp=sharing>
 - You're not obligated to use all of these/you can add some that you like too