Creative Brief
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PROJECT TITLE - Grease 2

PROJECT OVERVIEW
My website should be informational about the production of the exceptional film Grease 2. I'd like the website to have a fairly positive tone, despite the general perception of Grease 2 as a flop or failure. That being said, the website can acknowledge the exaggerated and campy aspects of the movie.

RESOURCES
http://en.wikipedia.org/wiki/Grease_2
Google Images

AUDIENCE
It is highly unlikely anyone will see this website. Let's pretend the audience is young people, maybe 15-30, who would be inclined to "ironically" watch bad movies. Or who genuinely love bad musicals.

MESSAGE
Grease 2 is an excellent and highly enjoyable movie. Most people are familiar with Grease, but people who haven't seen or heard of its ridiculous sequel absolutely should.
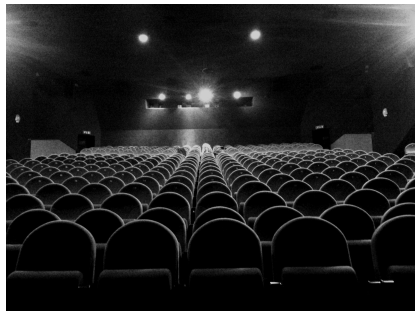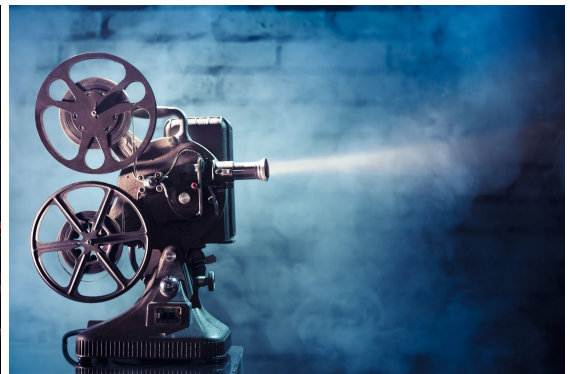
TONE
I addressed this a little bit earlier, but I think the tone could be somewhat irreverent or sarcastic. I believe this is a very dumb movie whose entertainment value should be taken really seriously. Do with that what you will. A super-serious approach that presents Grease 2 as "Fine American Cinema" could be funny, but acknowledging its over-the-top colorful and loud vibe could work too. You can take whatever route you prefer.

VISUAL STYLE
I think the visual style should follow from the tone - either super-serious, film analysis, presenting the movie as a work of art, OR mimicking the film's exaggerated and cartoonish elements.

(next page for visual references)

REFERENCES: SUPER-SERIOUS APPROACH
http://www.festival-cannes.fr/

REFERENCES: GREASE 2 IS RIDICULOUS

https://www.youtube.com/watch?v=C8DWu2lJs7Q

http://grease2.net (an appropriately ugly fansite)