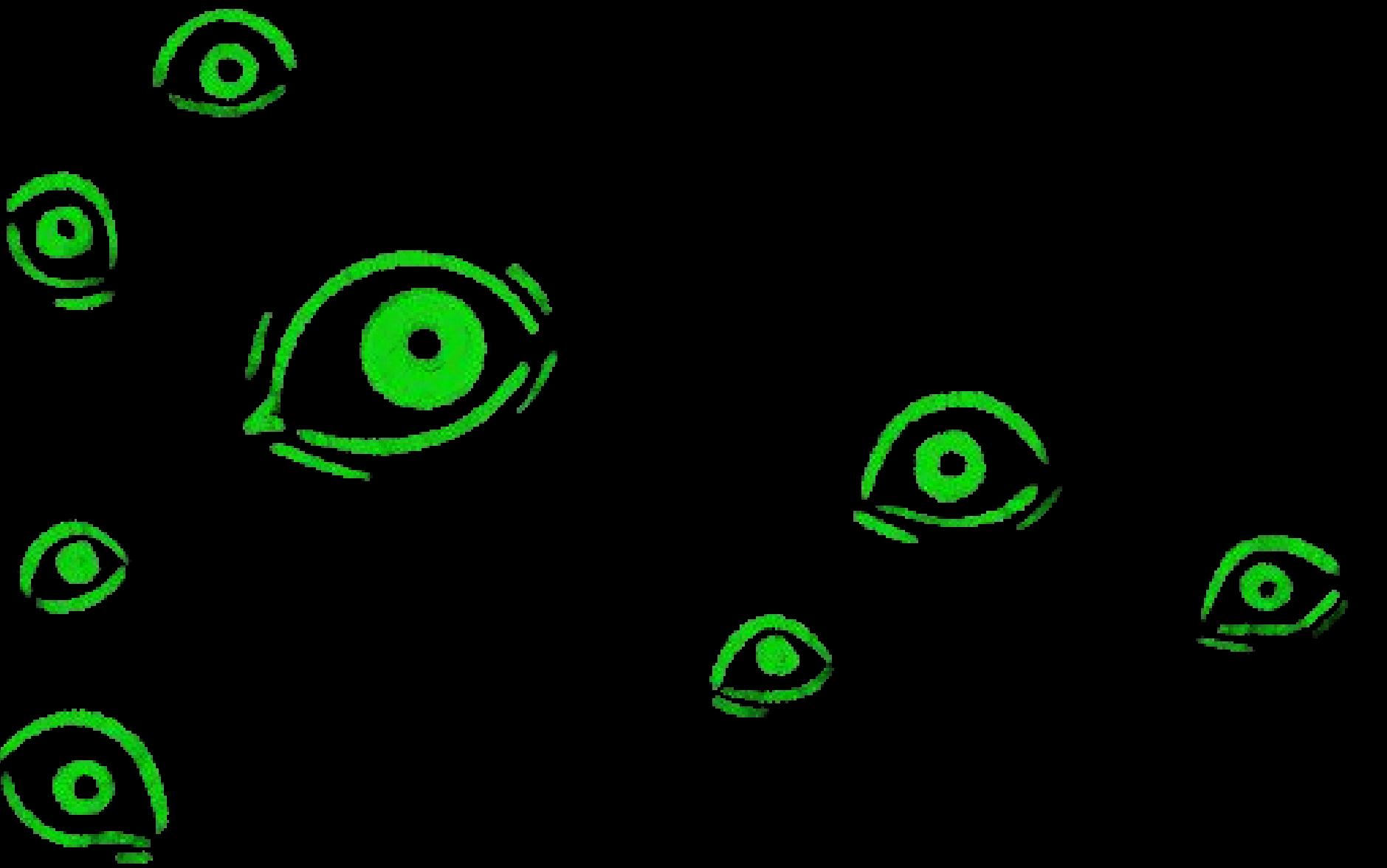


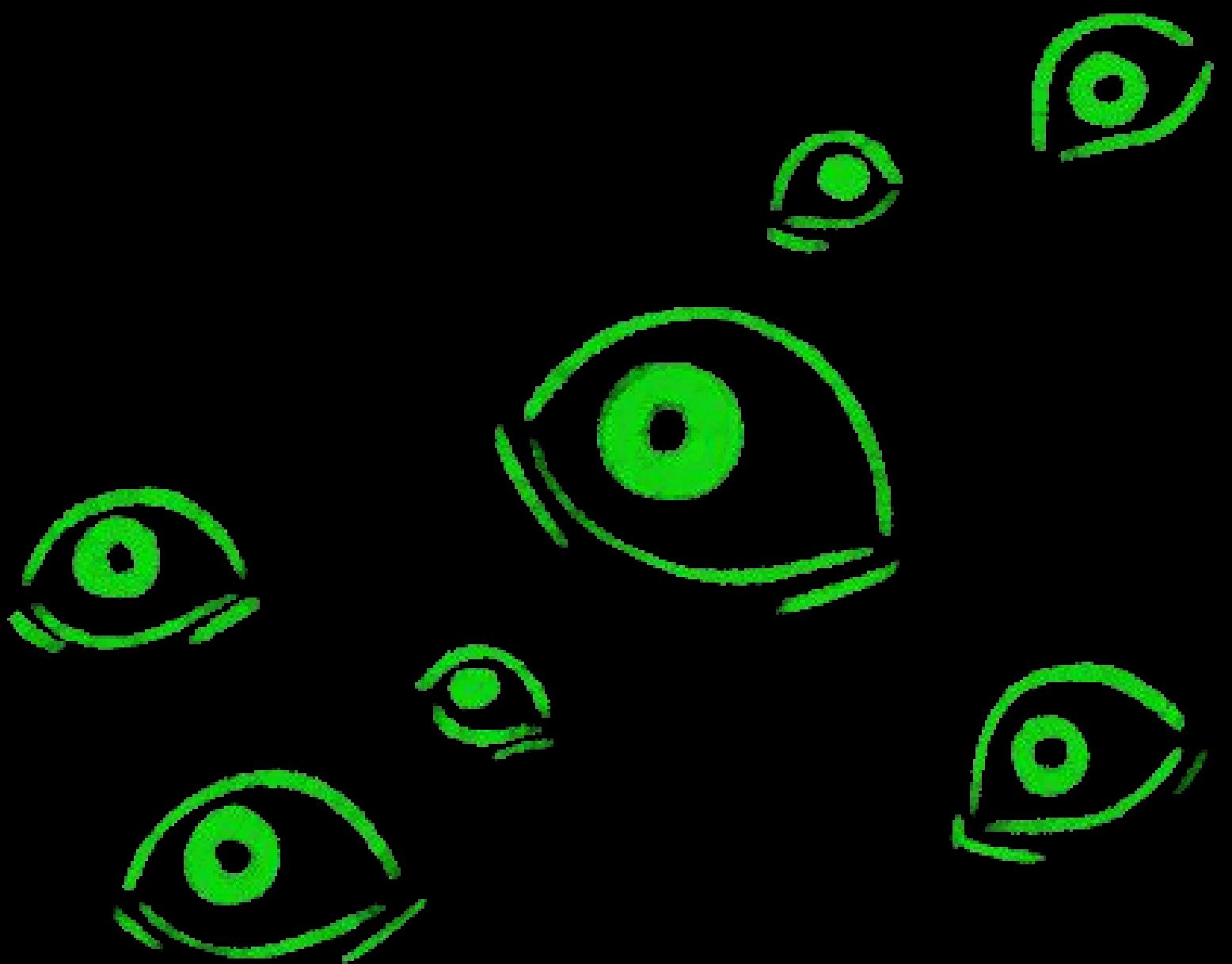
PROJECT 2: INTERACTIVE STORYTELLING

Welcome to the Magnus Archives





PART 1: RESEARCH



CREATIVE BRIEF

1. Project Overview

What is the core purpose of this website?

to explain the world of the Magnus Archives using visuals and information from the podcast

What story are we telling, and why?

A modern day horror mystery about a archivist working for a institute that researches the esoteric and the abnormal this world has many supernatural elements and creates a universe dominated by eldritch beings of fear and the mortals who serve them.

Is this based on an existing story, product, brand, or original concept?

It is a direct retelling of the British audio drama called the Magnus Archives

2. Target Audience

Who is the primary audience for this story?

younger people, internet savvy people, horror fans, queer people, fans of the podcast, new listeners interested in the story and want to know more

What do you want them to feel, think, or do by the end?

I want them to feel invested in the world of the story and incentivize them to check out the podcast

Are there any accessibility or UX concerns specific to this audience?

The story is based in horror so it would not be accessible to a younger audience

3. Story & Structure

Describe the story in 2-3 sentences:

Jonathan Sims is the head archivist at the Magnus institute, a research institute focusing in the esoteric and paranormal. Jon is trying to organize the archives and decides to record each written statement on a tape recorder. As he reads more of these statements, he begins to realize that the Magnus institute is hiding something and he and his coworkers might be in danger working there.

What tone or mood should the story convey?

A very mysterious and eerie tone with splashes of comedy to ease the tension

Should the story follow a traditional arc or be more abstract?

I want to make it more abstract so that the user will take an interest in checking out the podcast to learn more. I'd like to make a section for fans as well that would explain more of the world of the Magnus archives directly

Are there specific scenes, transitions, or beats the design should hit?

The first part sent the user into Jon's office where you learn the surface level of the story make it pretty mundane (how Jon views his role in the beginning of the story) as the user scrolls it should slowly reveal the darker side of the story to hook the reader the last story beat should dive into classifying the fears something for the fans of the podcast.

4. Design Aesthetic & Style

Are there any visual references or inspiration sources?

Old Archives, Evidence boards, case files

Should the design feel static or kinetic (e.g., scroll-based, animated, interactive)?

it should be primary interactive when scrolling it would be fun to add small animations of illustrations

Any specific colors, textures, or design motifs to include or avoid?

include static, tape recorders, dark backgrounds, bright greens and eyes

5. Technical & Content Requirements

What types of content will be used (text, image, video, audio)?

using audio clips from the podcast would be fun, very image and text heavy primarily.

6. Voice & Copy

What writing tone fits the story?

mysterious and spooky

Will you provide the copy, or should the designer create it?

i will create some of it and pull text from the podcast transcript.

Should text appear all at once or gradually (e.g., scroll-triggered)?

bit of both would be nice especially when revealing turning points in the story

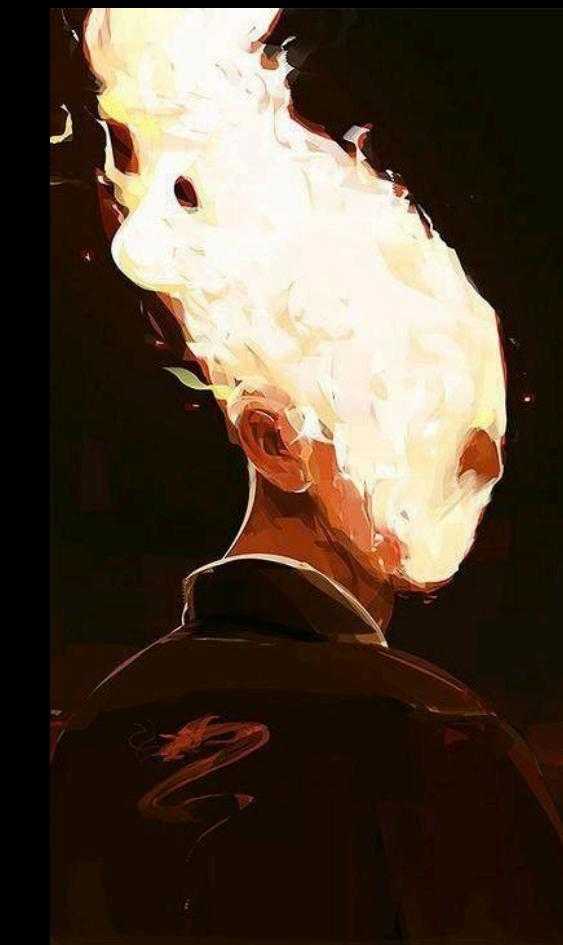
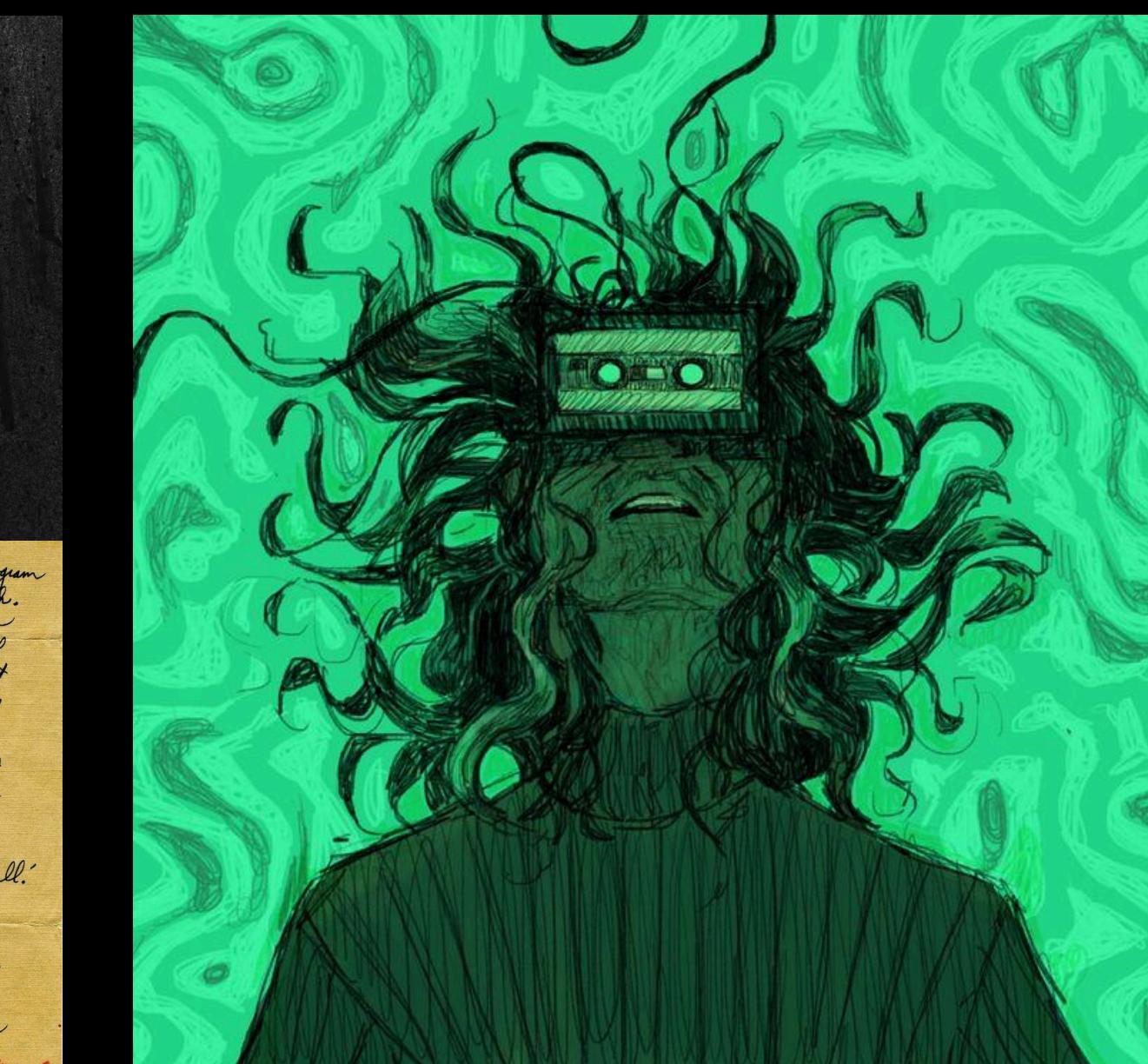
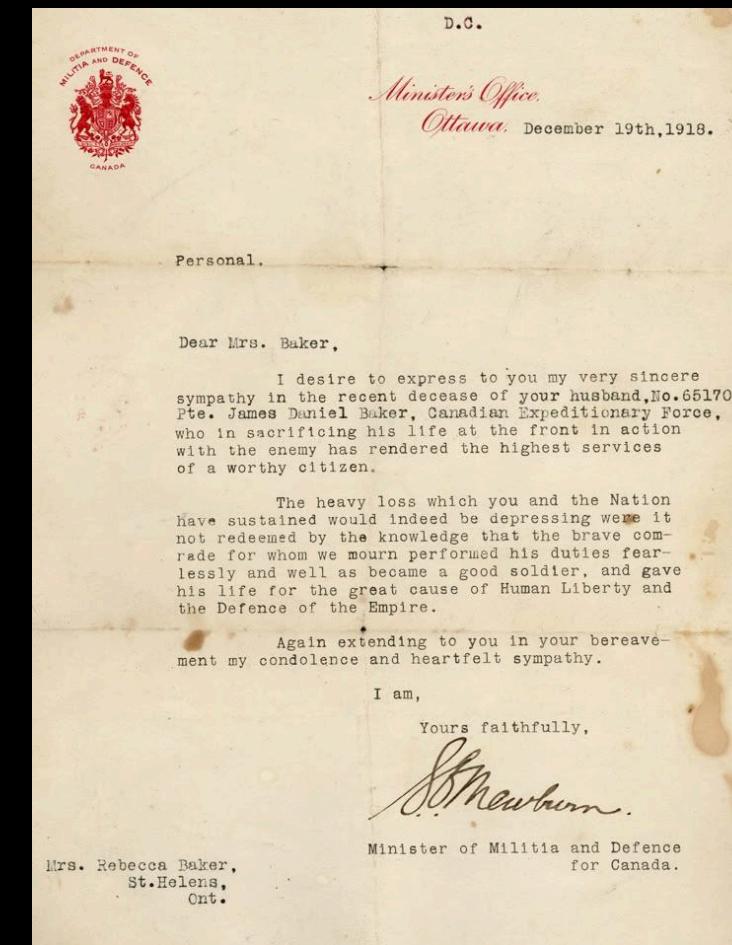
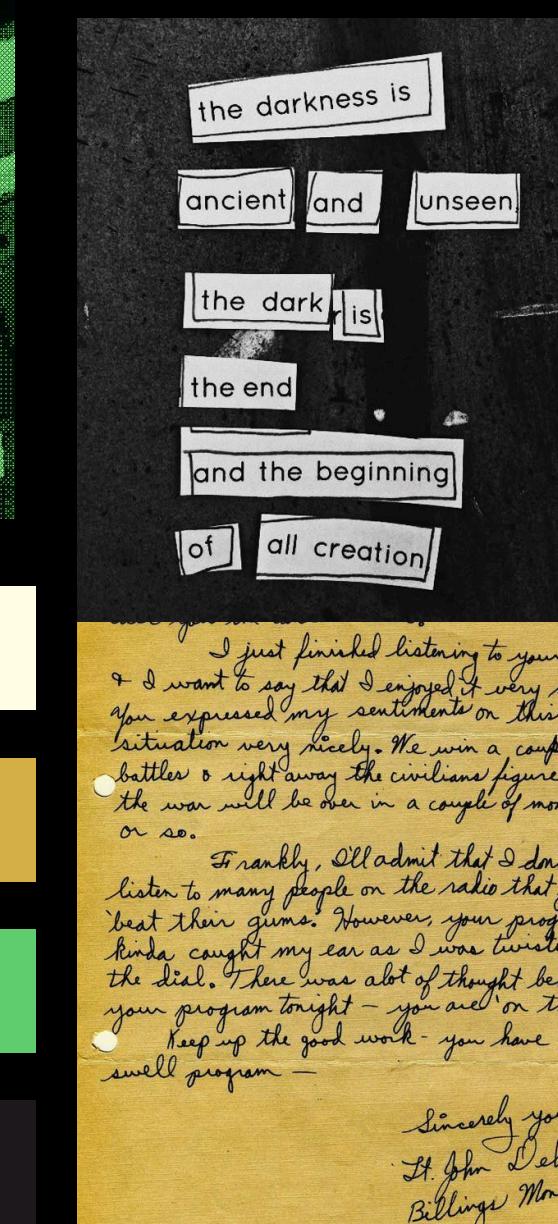
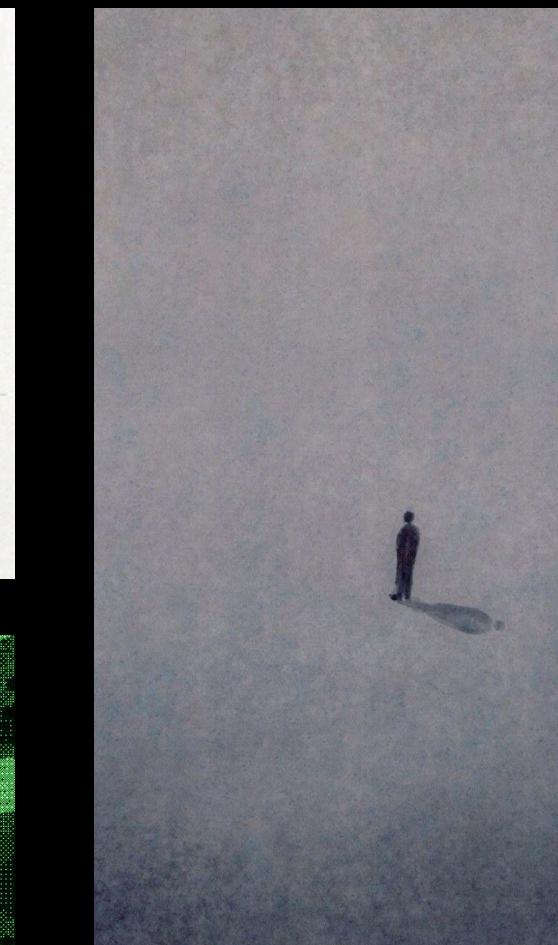
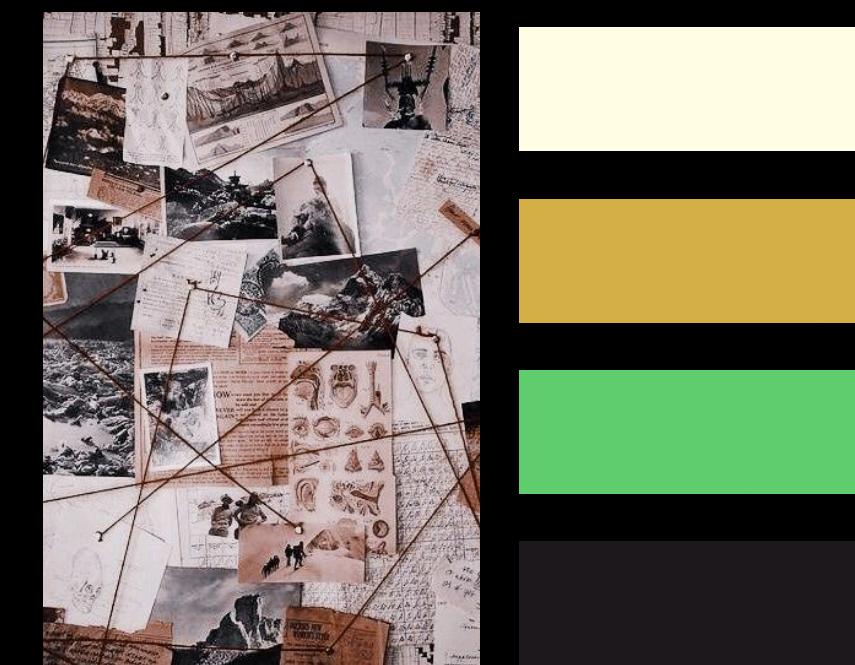
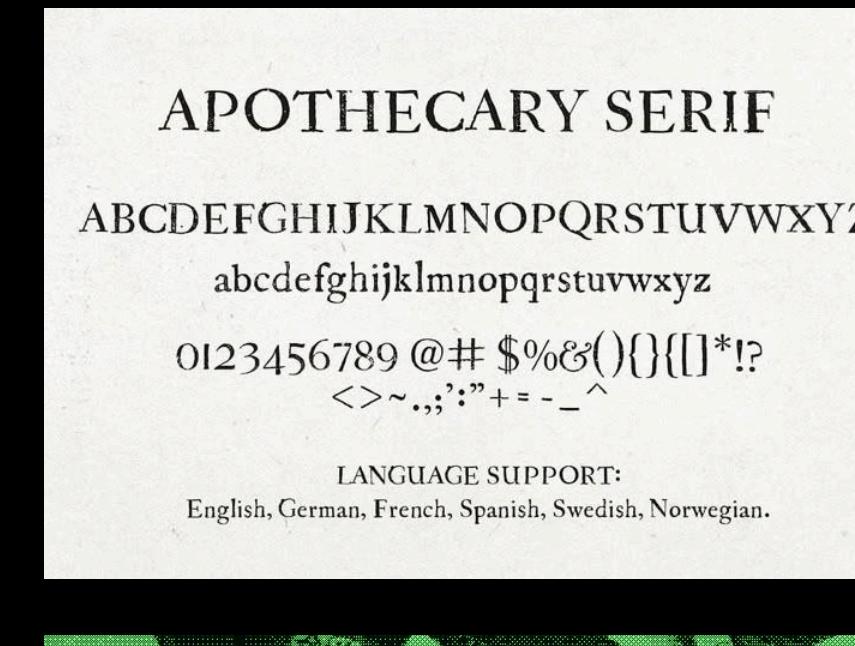
MOODBOARD

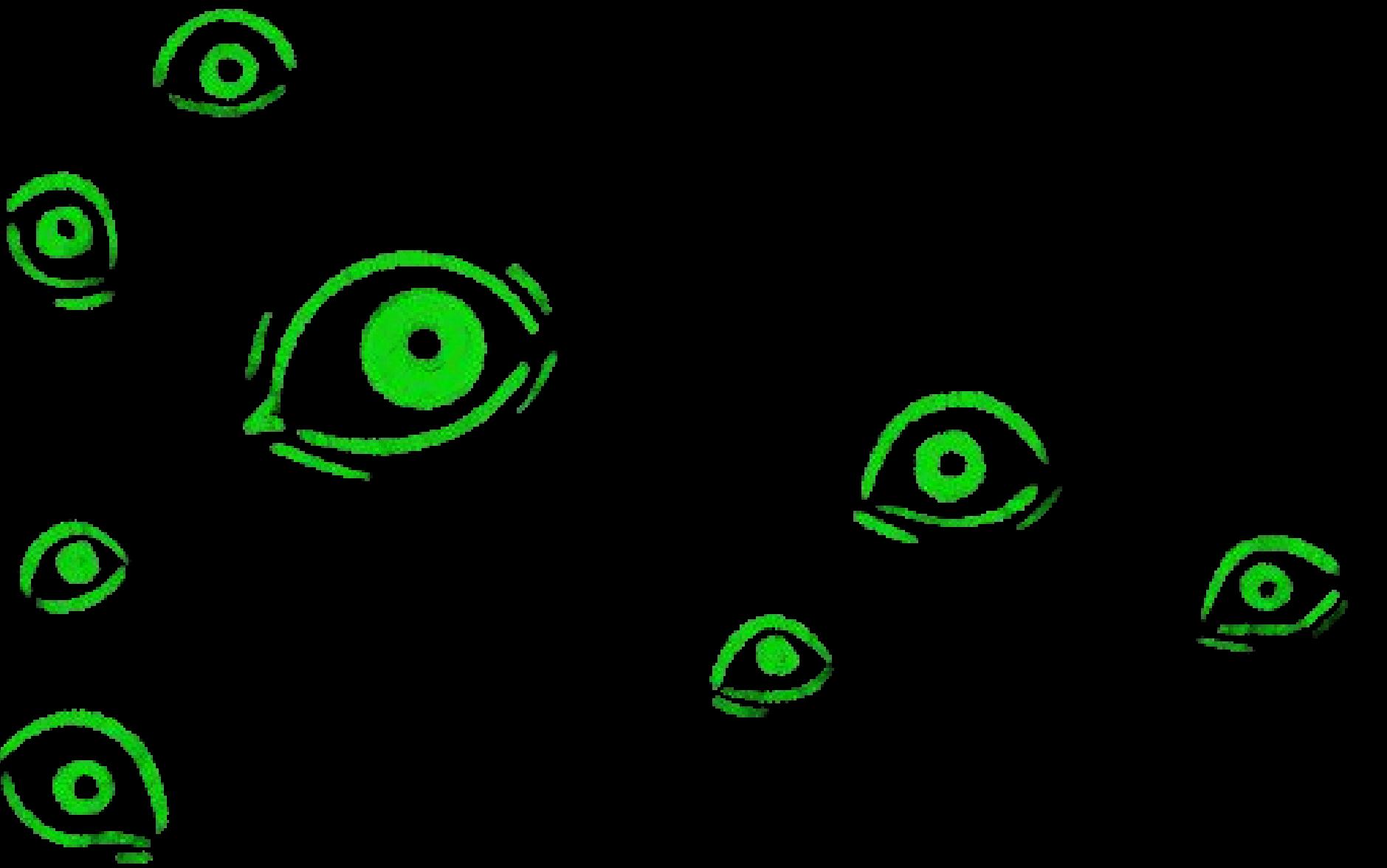


APOTHECARY SERIF

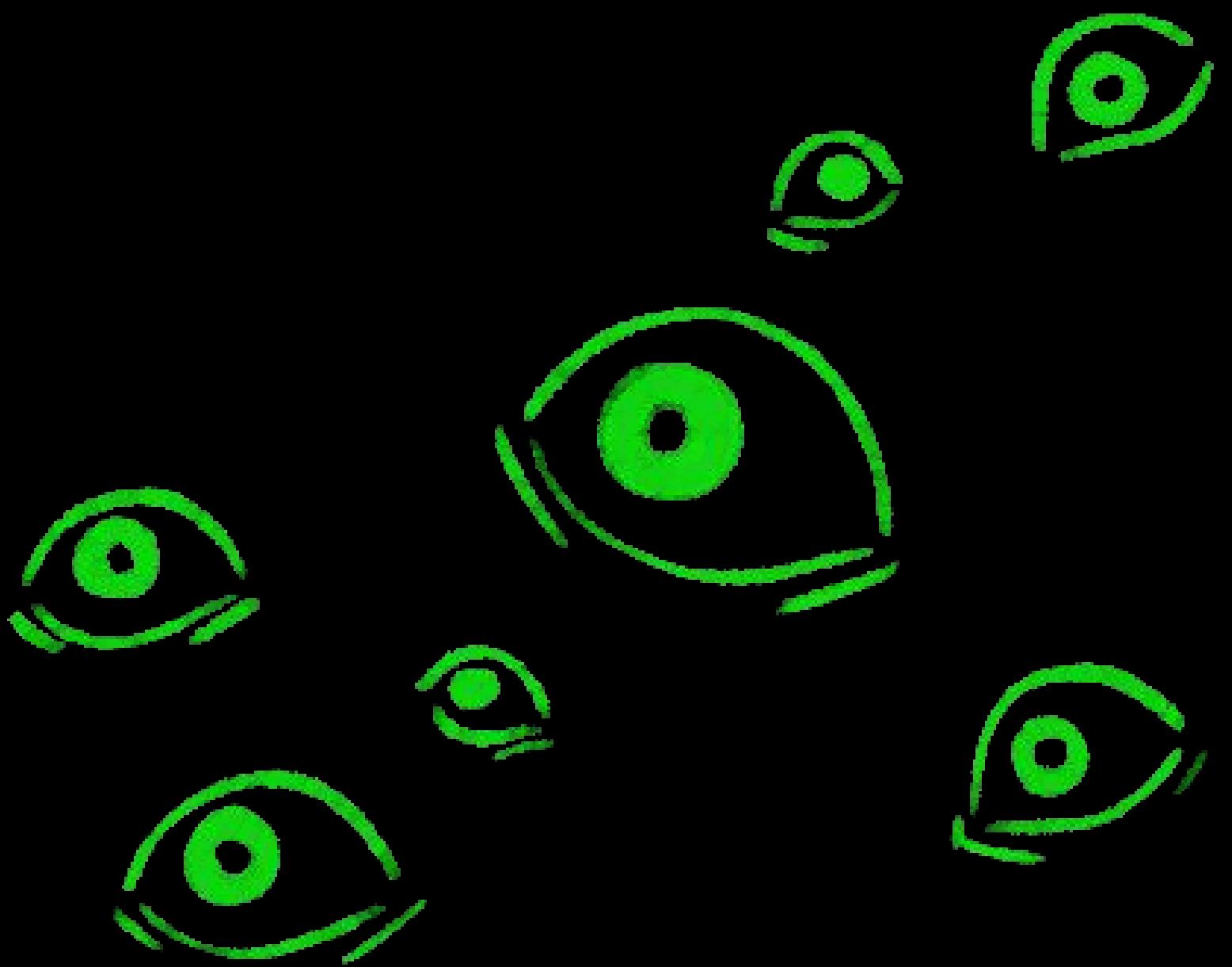
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LANGUAGE SUPPORT:
English, German, French, Spanish, Swedish, Norwegian.

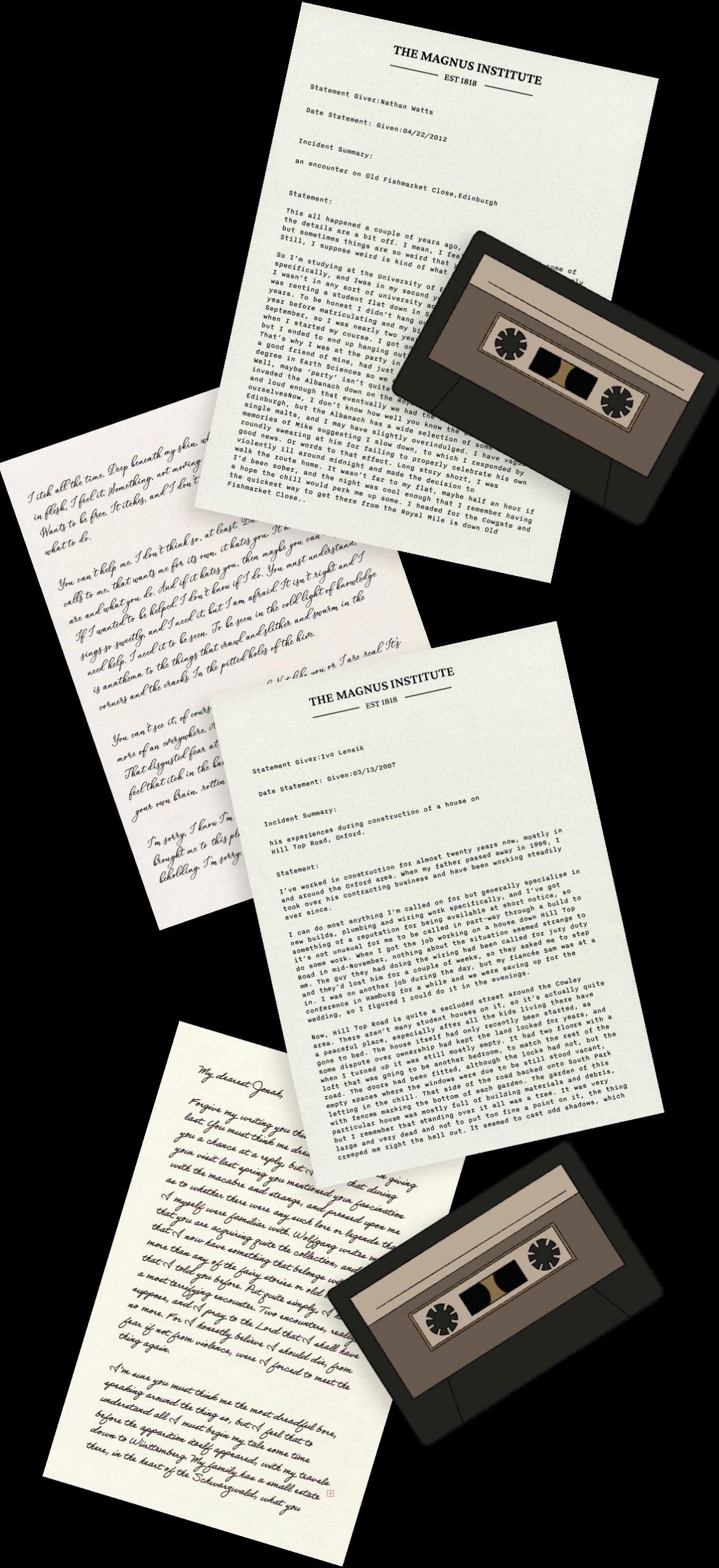




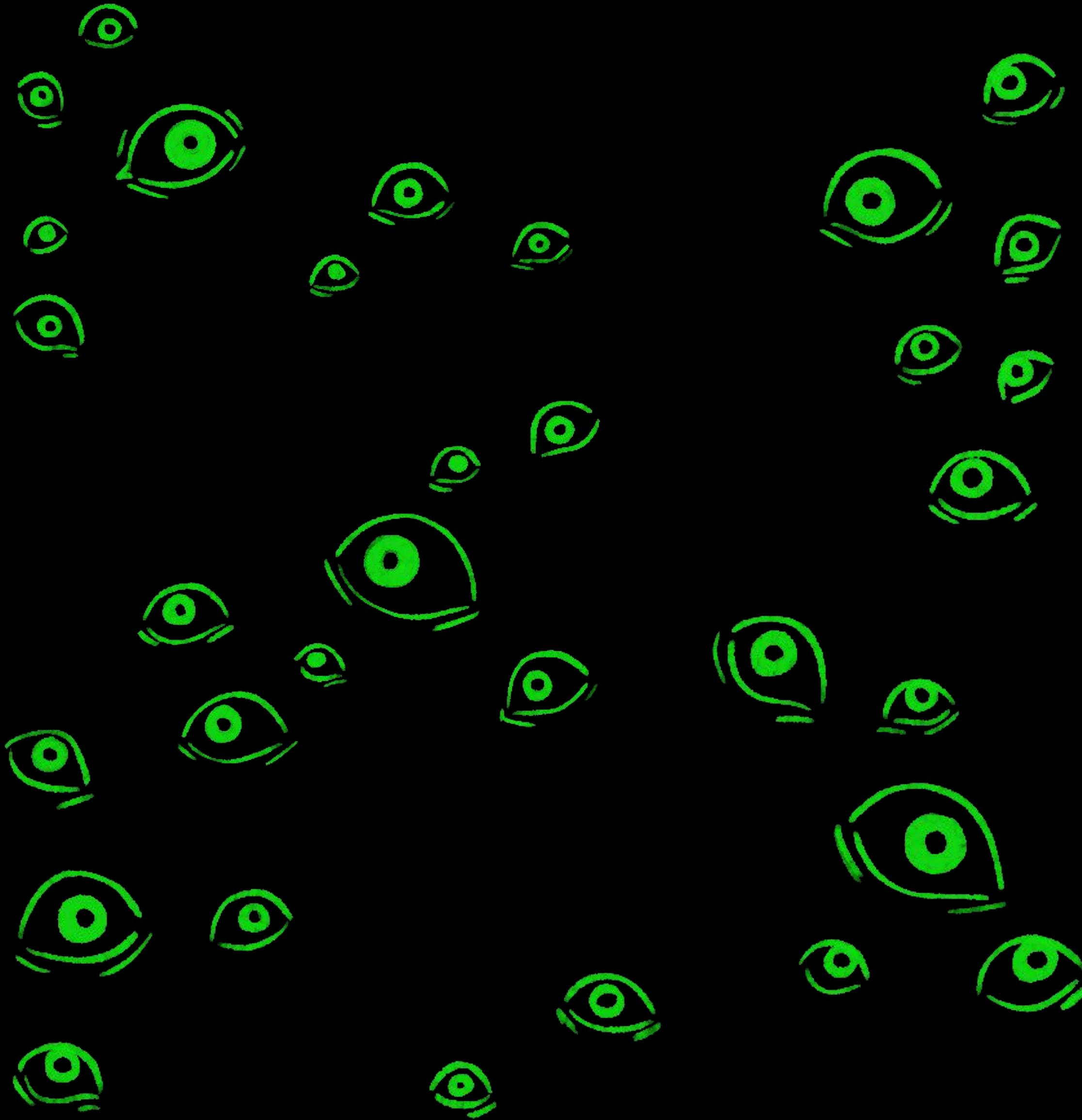
PART 2: ASSETS





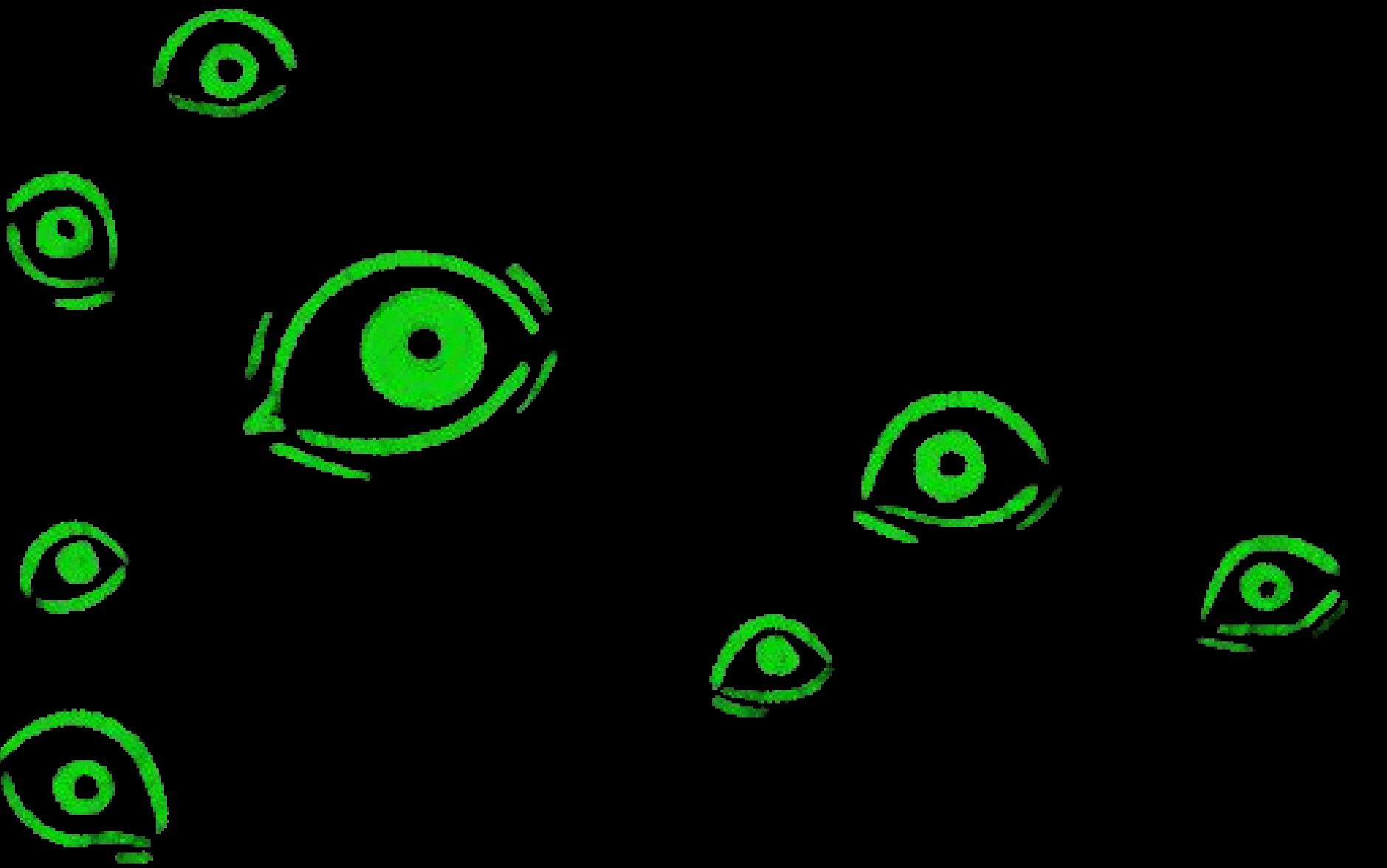




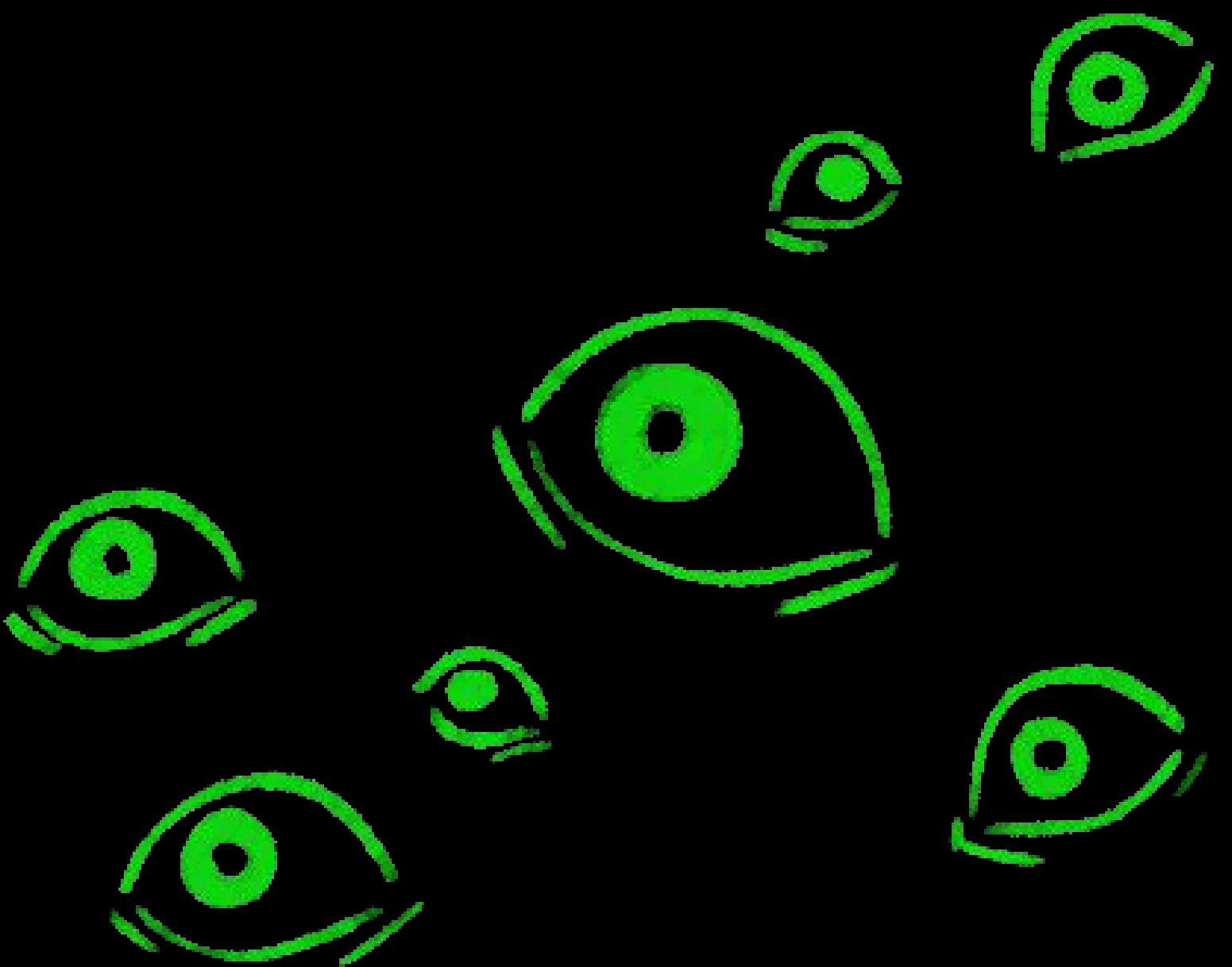


CRIMSON TEXT

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



PART 3: FINAL DESIGN



WELCOME TO THE **MAGNUS ARCHIVES**

In the center of London lives the Magnus Institute an institution dedicated to researching the esoteric and paranormal. Within the institute lies the archives, who are tasked with recording and storing each statement given to the institute in case further investigation is necessary.

Currently the archives are a mess after the recent mysterious death of the previous head archivist and now the newest archivist is appointed to clean up the cluttered archive.

Make sure to click on any tape recorders you see as you scroll



HEAD ARCHIVIST **JONATHAN SIMS**

Jon is the newly appointed head archivist of the Magnus Institute. He tends to be very serious and cold towards people at first and is very skeptical of the validity of many experiences that are reported to the institute.

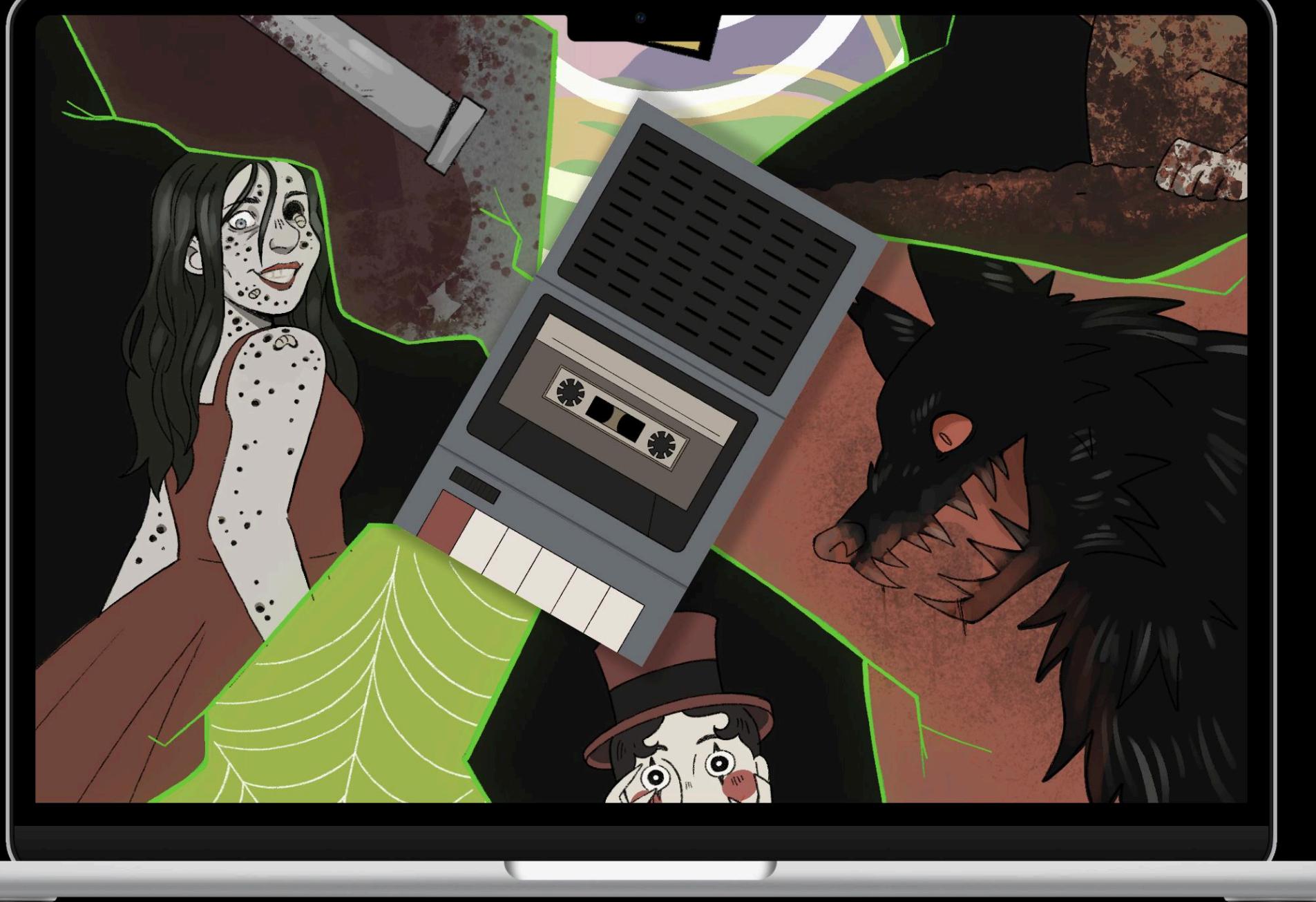
Is he actually a skeptic or does he believe more than he lets on?



ASSISTANT ARCHIVIST **MARTIN BLACKWOOD**

A newer addition to the archival team, Martin is a warm friendly presence in the office. He's always ready to lend a



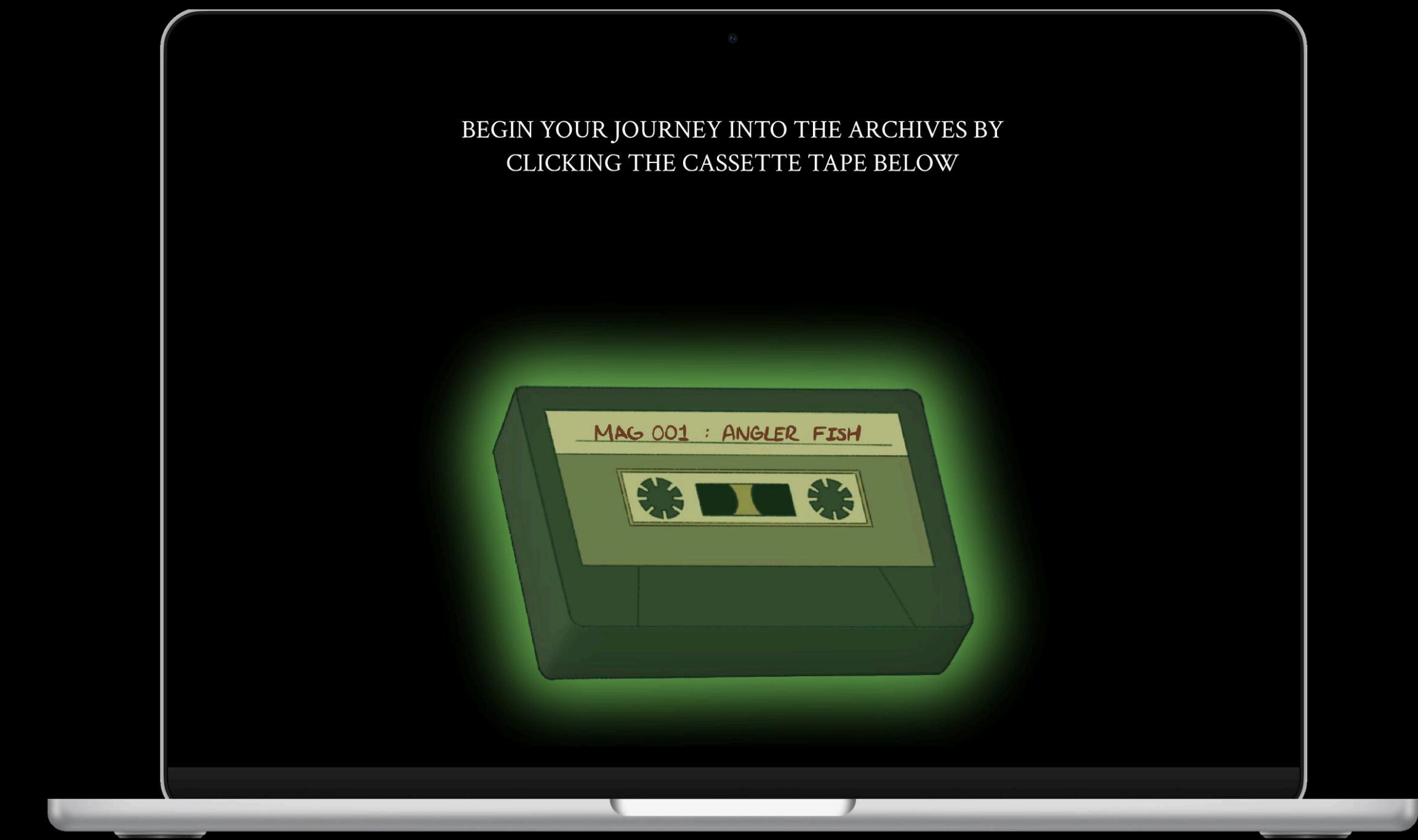


THE STATEMENTS

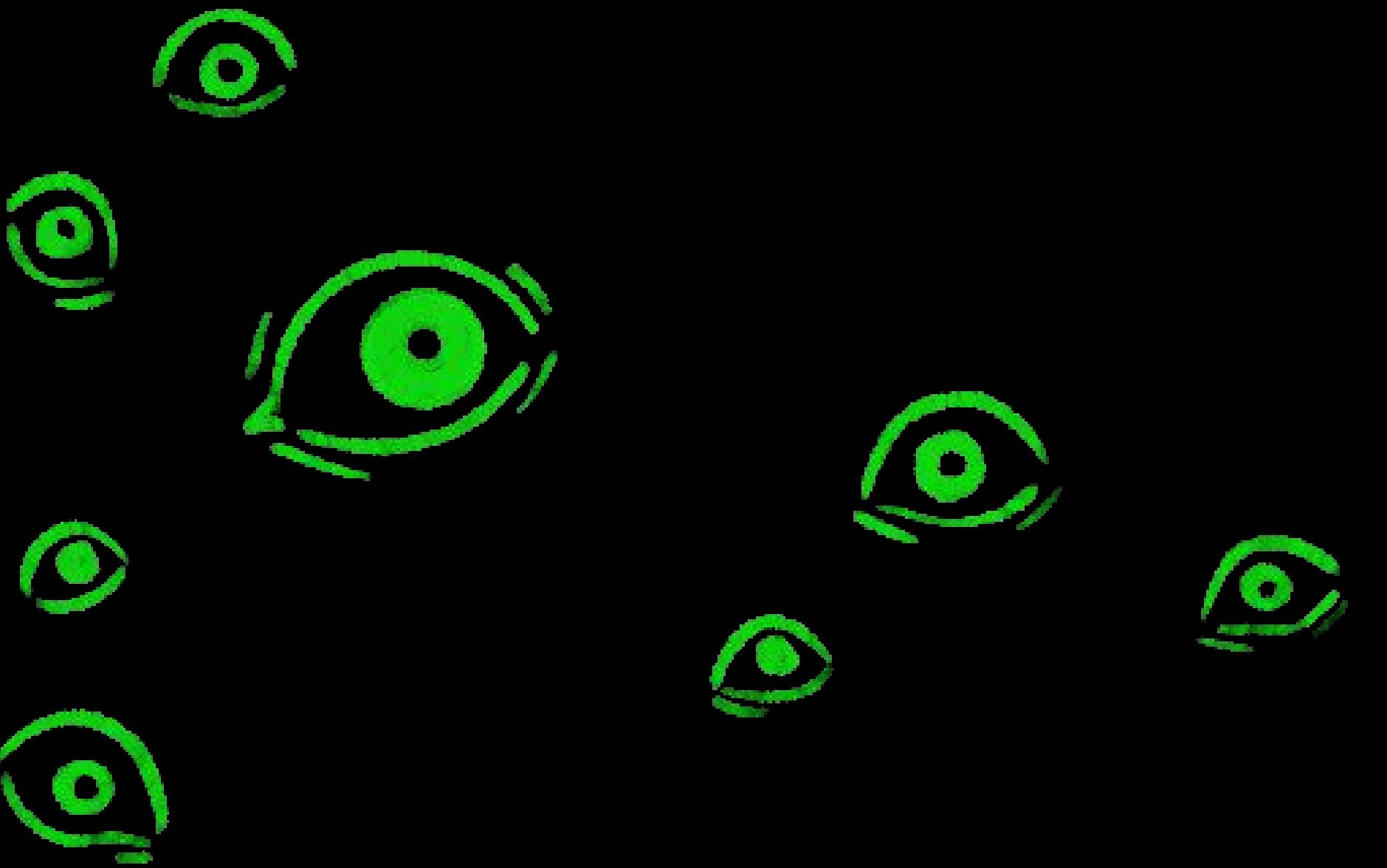
The previous archivist left the archives a mess. boxes of loose statements litter the floor and papers letters and forms are covering every table and desk. Because of this Jon is recording a reading of each statement as he works his way through cleaning up the archive.

statements can come in any form most commonly they are written by the statement givers and given to the archives to store but statements can also be taken orally, through video and even old letters and books. Each statement is unique and cataloged a persons experience with the strange and esoteric.





BEGIN YOUR JOURNEY INTO THE ARCHIVES BY
CLICKING THE CASSETTE TAPE BELOW



THANK YOU!

