

Arielle Meisel
Microsite Creative Brief

1. **Project overview:** My website is meant for both fans of Mean Girls, Mean Girls the Musical, and Broadway in general to nerd out, and for those who have never heard of it to get a glimpse inside the cult phenomenon.
2. **Resources:** [Wikipedia](#) site for content, [Mean Girls the Musical official site](#) for images and more information about the current cast, [trailer video](#), [more videos](#)
3. **Audience:** This site is purely for fun (besides being a class assignment). The audience would likely be teens/young adults. I may end up including it in my portfolio, if it is successful, so potential employers may also look at it.
4. **Message:** I want to convey the optimistic message of Mean Girls, which is about being authentic, expressing individuality, and giving others the space to do the same.
5. **Tone:** As much as Mean Girls promotes substantial values, it is a parody, so the site should be engaging, entertaining, and ironic, not taking itself too seriously.
6. **Visual Style:** I will be taking inspiration from the set design, which is composed of a bunch of screens with rotating images of social media posts — reminiscent of both early-2000s scrapbooking and 2010s Instagram – as well as the logo and program design. I don't want to simply mimic the official site, which already does incorporate these characteristics to an extent, so I want to give this site its own flavor with a slightly different color palette (still including pink at least), with more of a handmade feel, and leaning even more into a 90s scrapbook/school notebook aesthetic.



