

Creative Brief

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10/26/2024 Project Title: Anne May Wong

1. Project Overview

The goal of my website is to communicate and display the works of Anne May Wong while following a format that matches her brand identity and talent.

2. Resources Copy

Is available https://en.wikipedia.org/wiki/Anna_May_Wong. Additional images or media can be found in her movies or through searches.

3. Audience

This site is primarily to give information on Anne May Wong. Anne May Wong was known to be the first Chinese American woman in history to break down the wall of the acting industry in Hollywood. She had many careers in silent film, radio, sound films, stage, and television. Because of her skills and many careers, she became very popular back in China.

4. Message

I'd like to focus on her life as the first Chinese American in Hollywood film to become popular, especially in silent film and sound film to show how during that time it had to get into the acting industry, but even harder for an Asian America.

5. Tone

The tone should commemorate the hardship and talent that she set and change the industry for the better.

6. Visual Style

The visual style is retro/ worn down with muted colors to fit the media aesthetic at the time. It should also be very mature with a combination of Chinese and Western cultures mixed into it.





