WANDAVISION SITE

Purpose

This design employs the aesthetics of television through the decades as the series itself does. The homepage is an interactive retro tv that glitches similar to the alternate reality when it begins to break. Each subpage is a representation of one version of this reality featured on THE show.

Target Audience

We will be targeting the Wandavision viewers, which are primarily Marval/Disney fans and superhero comic readers of all ages. The show is massively popular with a wide range in age. Disney tends to attract families, while Marvel attracts fandoms within its own universe and in other fan bases.

Typography

The mockups feature Aliens and Cows as the sole typeface on the website. The font does not have options for bold and numerical values, so we will need to find a secondary font to use to fill in the characters that require the use of numbers and other text transformations. The font is futuristic and easily adapted stylistically to all of the pages. It will be better to have a consistent font across all three pages since all of the rest of the visual content will be so different from page to page. The type will unite all three and ensure consistency.
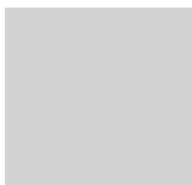
Color

The color scheme will mostly consist of black, gray, white and red. One of the pages will follow a grayscale 50s tv theme, while the other subpage will reflect the intense, sleek cinematographic design of the modern age.

Images

The images used on the site will consist of the retro tv javascript plugin on the home page, patterned backgrounds, manipulated images of the characters, episode stills, and character icons. All of the imagery used is free of licensing fees and copyrights.
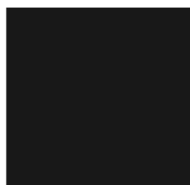
#0d0102   #d4d4d4   #480d0a   #1f1f1f