Creative Brief

Isabel Boufarah
3/26/2024

Project Title: Barbie (film)

1. **Project Overview**

   The goal of this website is to be informational and a fun look into the making of Barbie. I also want to show off the cultural impact of the film.

2. **Resources**

   The copy can be used from here https://en.wikipedia.org/wiki/Barbie_(film). There are many images on Google and on the Wikipedia article.

3. **Audience**

   The goal audience would be young/young adult girls interested in the Barbie film and its impact. While I hope other demographics would enjoy it and learn from it as well, I'd love to reach out to girls. I can also see this going on a portfolio so prospective employers may see it.
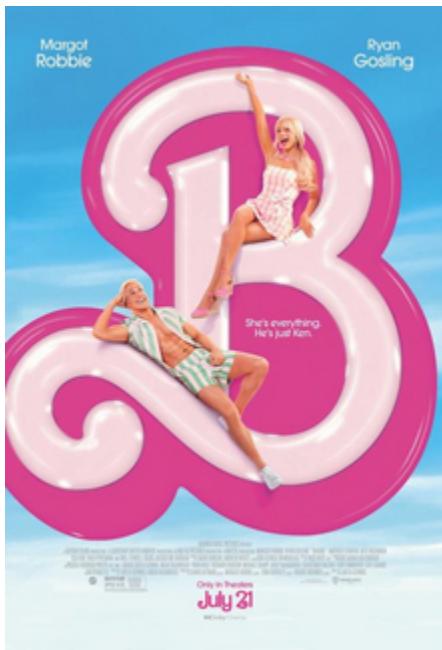
4. **Message**

   I'd like to focus on the film-making process and the legacy left by the film. The goal is not to explain and analyze the plot of the movie, but to explain the production process and the cultural impact.

5. **Tone**

   I'd like this site to be positive and fun. I want the user to enjoy their time reading through the site and feel satisfied with learning something new. I also hope to leave them with more to think about at the end after discussing the legacy of the film.

6. **Visual Style**

   I really want to lean on the style of the movie. Utilizing the iconic pink color, logo and characters to bring the site to life.

https://kennysjazzpad.com/ - This website is definitely too technical. But I like on this page how the user feels like they are going through a journey learning about the wall of fame. (Not sure I like the horizontal scroll though) (And of course this isn't the right theme, but the idea of a storyline is there).