Creative Brief

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Project Title: Whisper of the Heart

1. **Project overview**
   a. The goal of this website is to provide info on the plot and the development of the film.
2. **Resources**
   a. https://en.wikipedia.org/wiki/Whisper_of_the_Heart
   b. Google Images
3. **Audience**
   a. The audience will include those who have already watched the film and those who haven't watched the film but would like to know more about the film.
4. **Message**
   a. Unique storytelling and visual design
   b. Focus on film's theme of struggling in and out of self-doubt
5. **Tone**
   a. Warm, comforting
   b. Sense of thoughtfulness towards film's important messages
6. **Visual Style**
   a. The site will include imagery and color palettes that match the warm, cultural, and musical background of *Whisper of the Heart*.
   b. Example images: