Creative Brief

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1) Project Overview

The goal of this website is to tell a select few Fairy Tales by the Brothers Grimm and tell them in an engaging way that both wraps the reader up in the story and draws a contrast between the original version and the versions that are most popular today.

2) Resources

Information about the Brothers Grimm is available at https://en.wikipedia.org/wiki/Brothers_Grimm, and each story has it's own page or can be found elsewhere online. Most of the stories are popular enough that plenty of relevant images are available online.

3) Audience

This website will be viewed by professors, classmates, and future employers, most likely through our portfolio websites. An outside audience would most likely include middle-school aged kids who are too old for the disney versions of the fairy tales, but would still be engaged by the original content of the stories.

4) Message

I think the ideal message would just be a reminder that you can keep enjoying fairy tales, even after you think you've outgrown them. I'd like for it to re-immerse people in mental landscapes they might have forgotten.

5) Tone

I think the tone should be whimsical, but also darker than it would be if the site were meant for younger children and the stories were being told in strictly the Disney style.

6) Visual Style

I think a combination of dark colors and 'scarier' imagery with an obviously make-believe and fanciful delivery would be the most effective visual style for this site.

Emily Carroll is an illustrator whose style feels very relevant to this website, and is the inspiration for how I want to deliver the stories (http://emcarroll.com/). I think her following comics are particularly relevant because of the combination of fairy-tale and horror :
http://emcarroll.com/comics/faceallred/01.html
http://emcarroll.com/comics/prince/andthesea.html

The movie 'The Brothers Grimm' also used a similar visual style to what I'd be going for, and combined the dark content with a whimsical tone.