

Creative Brief

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Project Title: The Princess Bride (film)

1. Project overview

The goal of my website is to provide information about The Princess Bride and present it in a nostalgic and beautiful way to capture how I feel about the classic film.

2. Resources

Copy is available at [https://en.wikipedia.org/wiki/The_Princess_Bride_\(film\)](https://en.wikipedia.org/wiki/The_Princess_Bride_(film)) and images will be sourced from sites like <https://www.imdb.com/title/tt0093779/mediaindex> and Google Images.

3. Audience

This site will be made for anyone to view and gather information. It will likely be included in my portfolio, so I aim to make it sophisticated and visually enticing while still consumable by all age groups.

4. Message

I would like to focus on conveying the classic status and recognition of this film and how it is established within the canon through its plot which captures humor, love, friendship, death, and revenge.

5. Tone

I am aiming for the tone of the website to be nostalgic and sentimental yet visually timeless. Part of that may come through in highlighting the humor of the film but also showcasing the epic love story and challenges the characters had to overcome in the movie.

6. Visual Style

I think that a warm color palette would best convey the feeling of nostalgia and would also compliment the palette of the film. I think that a classic serif or display type would be good for headers and titles in combination with a more modern sans serif. Together, along with the warm hues, I think that those could achieve the elegance and timelessness that I am aiming for. You can see in the photos the warm fuzziness of the image quality, which I think is something that I could tie into framing and other elements on the website.



This is the kind of color palette I want to establish and similar typefaces that I would like to use