

# Creative Brief

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## Project Title: *In the Mood for Love* Website

### 1. Project overview

The goal of my website is to create an artistic website that demonstrates the cinematography of the iconic Hong Kong movie *In the Mood for Love* (花樣年華) while also being informative. I hope to showcase the legacy and influence of the movie from a global scale while highlighting the process it took to make the film.

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/In\\_the\\_Mood\\_for\\_Love](https://en.wikipedia.org/wiki/In_the_Mood_for_Love), as well as some photography. This [New Yorker article](#) is also very descriptive and contains a lot of imagery. There are a lot of other photographs available on Google Images and from [IMDb](#).

### 4. Audience

The audience should be those interested in cinematography and want to learn more about iconic foreign films (so likely an American/Western audience). The website should be informative so that the audience can understand the intricate details of the movie and production.

### 5. Message

I want to focus on the legacy that the movie has and the influence it has on other iconic movies such as *Lost in Translation* and *Everything Everywhere All At Once*. There's many details that the director chose to follow to create the atmosphere, like how all of the beginning scenes are shot with a frame around the protagonists, or how the characters are specifically framed in one shot to show their connection with each other.

### 6. Tone

The tone here should be intimate and warm and showcases the aesthetics of the movie. It should highlight the relationship between the protagonists and their relationship with the audience.

### 8. Visual Style

The visual style should be black or a dark color and accented by warm colors such as reds

and yellows and be influenced by the 2000s Hong Kong creative style. It should reminisce the framing choices used in the movie. The [New Yorker article](#) is a great example of what a very intricate website could look like.

Aesthetics from the movie:



Movie Website examples:

