

Creative Brief

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Project Title: Studio Ghibli

1. Project overview

The goal of my website is to be informational, to present an overall representation of Studio Ghibli's work and history and relevance in animation/overall history.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Studio_Ghibli, as well as some photography. There are a lot of other photographs available on Google Images as well.

4. Audience

Audience will probably be the general public, honestly anyone interested in Studio Ghibli and their work. Perhaps geared towards younger people, but also anyone interested and excited about the amazing work Miyazaki has created. It won't be promoted commercially in any way.

5. Message

I'd like to focus on the actual films themselves that Studio Ghibli has created. Studio Ghibli's legacy is their work and I want to prioritize the celebration of those.

6. Tone

I want the tone for my site to be whimsical and playful, alluding to the animation style and color scheme of Studio Ghibli films, specifically Howl's Moving Castle.

8. Visual Style

I want to do something clean and overwhelming, taking advantage of the gorgeous landscape stills from films and integrating that with something clean and easy to read in terms of accessibility. I want to keep the color scheme simple and pastel themed.

Below are some images I would want to use as background stills throughout my website.

