Creative Brief

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Project Title: Studio Ghibli Website

1.Project Overview

The goal of my website is to be like a small library of Ghibli's works. Presenting all the movies by chronologic order and have the brief summary of them. The website is going to be mainly formed by images. I do want to have a traditional Ghibli style applied to the web. It's kind of a gallery or visual research of the Studio.

2. Resources

https://en.wikipedia.org/wiki/Studio_Ghibli

http://www.ghibli.jp/works/ (this is the studio's works' page. Just for the list, not for style reference)

3. Audience

The instructors are defiantly going to see and review it. I also want it to be fun for the Ghibli fans or someone that is interested in animation film.

4. Message

I'd like to focus on the films. Mainly about posters, illustrations, and characters. It also needs to briefly introduce the necessary information(History, Animator, Director, Summery) but that is not the focus.

5.Tone

I think cute and simple (straightforward). The web design needs to be low key and gently direct viewers to the context.

6. Visual Style

Just like the tone it needs to be friendly to eyes and matches the Ghibli style. Some inspirations could be Japanese woodblock print. Maybe two-three values per site.