Creative Brief

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Project Title: Website

- **Project overview**
  - I would like this website to generally describe the movie in a visually compelling way and potentially convince someone who has never watched it to do so.
- **Resources**
  - The copy from Wikipedia is here. Media and additional info can be found on IMDB, Google Images, or YouTube.
- **Audience**
  - The audience includes people who are familiar with the movie and want to learn more about its background. The information would also ideally be targeted towards people who are considering watching the movie for the first time and want to learn about it to see if they would enjoy it. These readers are primarily going to be people in their twenties and late teens.
- **Message**
  - The message should highlight that this movie is entertaining as well as culturally significant. It is part of a trilogy that is considered iconic for a certain age group (late millennials to early Gen Z) and received extremely positive reception, so that should come across clearly in this website.
- **Tone**
  - Because the movie itself is very fun and light-hearted, the tone here should match that. I want readers to know whether they will enjoy the movie as soon as they see this site.
- **Visual style**
  - The High School Musical movies are all very colorful and bright, so I think it is natural that this website should have the same appearance. This movie in particular is set during the summer at a country club, so colors that reflect that would be helpful.
  - On the next page are images that might provide some guidance – the navigation bar and color blocking in the first one are what I picture for this site, and the second is a sample color palette.

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WORK

ABOUT

CONTACT
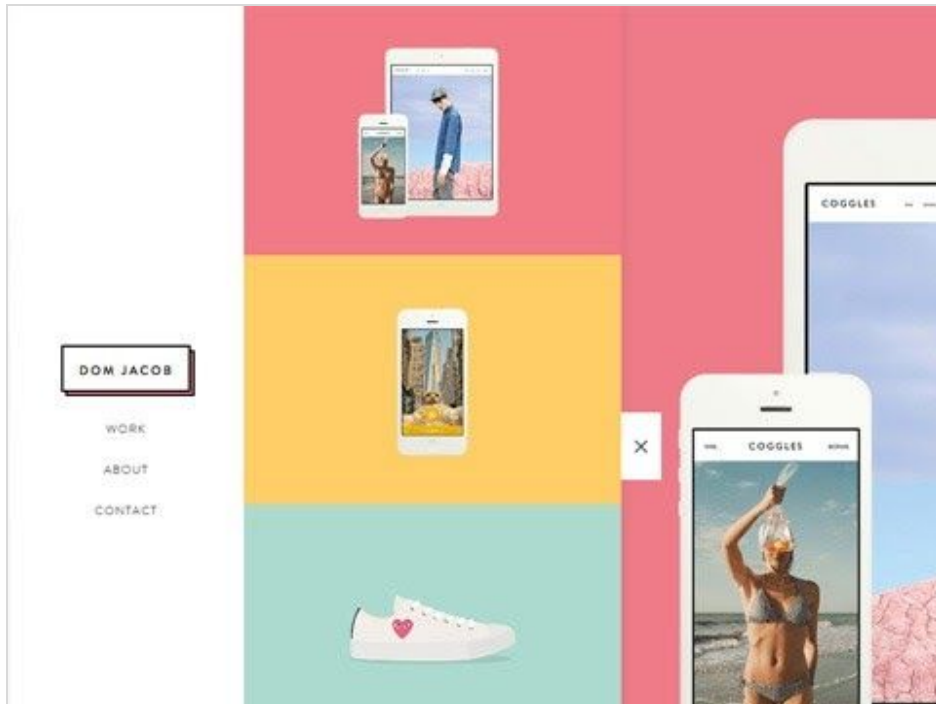
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