Creative Brief

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Project Title: Wes Anderson Website

1. **Project Overview**
   The goal of my website is to immerse the audience into the colorful cinematography of Wes Anderson's films. I would also like to bring insight into Wes Anderson's life as a film director and the workings behind his techniques.

2. **Resources**
   https://en.wikipedia.org/wiki/Wes_Anderson#Feature_films
   https://film-grab.com/category/wes-anderson/
   Above are links to the content for the website. They should include all of the text and imagery needed. Additionally, imagery can be found through google if needed.

3. **Audience**
   I would like this to be a visually striking website showcasing the visual palette of Wes Anderson's films but would be for informative purposes, not commercial. Because this is for a class project, part of my audience would include the instructors for this course. If I were to include this project as part of my portfolio, anyone who accesses my website would see this as well. Other potential audience for this site would include fan enthusiasts of Wes Anderson and film lovers.

4. **Message**
   The message I would like to communicate with this project would be a focus on the expressionist wonder of Wes Anderson's distinctly recognizable style, and the beauty he creates through the camera lens.

5. **Tone**
   I would want the tone of this project to be dimensional and visually immersive to extend from the notion of fictional worlds in Wes Anderson's films. I would like it to be colorful and playful yet compelling. Moreover, I want the visual direction of this site to complement the content.

6. **Visual Style**
   The visual style that I'm looking for in this website is most likely image dominant. I would like the cinematography to be a core focus and most likely a black or white background to really highlight the film stills/imagery. In terms of the experience, I would want the site navigation to act as a narrative such as smooth transitions from page to page and maybe a horizonal scroll. Overall, I'm looking for the design to be cinematic, with strong uses of horizontals and clear contrast with the text.

Below are some images of color palette and inspiration for possible design.

WES ANDERSON FILMS
The Ultimate Color Palette

BOTTLE ROCKET

RUSHMORE

THE ROYAL TENENBAUMS

THE LIFE AQUATIC WITH STEVE ZISSOU

THE DARJEELING LIMITED

FANTASTIC MR. FOX

MOONRISE KINGDOM

THE GRAND BUDAPEST HOTEL

HOTEL CHEVALIER

CASTELLO CAVALCANTI

PABLO PICASSO

(1881–1973)

01

02

03

04

05

Guernica   1937

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