

Creative Brief - Dia Villegas

Project Title: Home Alone

1. Project overview:

The goal of my website is to get movie lovers and people nostalgic for the 90s/Holiday season to appreciate the Home Alone movie and try to convince them to watch it (again or for the first time).

2. Resources:

Copy is available at https://en.wikipedia.org/wiki/Home_Alone as well as some imagery. The movie poster and cast photographs can be found on Google Images.

3. Audience:

Movie lovers in general and people who are nostalgic for the 90s/looking forward to Holiday season. This is an informational site so we want to give these people good insight into what the movie is about and give them some Holiday spirit as we go into November and December. Instructors and classmates are the main people who will see it. Children will probably not be part of the audience.

4. Message:

Holiday season should be exciting and filled with spirit, cozy times with friends and family, and old movies. We want the audience to appreciate this movie and be reminded of old times and the exciting Holiday times ahead.

5. Tone:

The tone should be light, happy, looking forward to the Holiday season.

6. Visual Style:

The style should remind the viewer of the upcoming Holiday season. Reds and greens should be involved somehow and maybe even snowflakes and winter references. The movie poster for the movie can also help guide the visual style of the page. Use a similar serif font as seen in the poster for the headlines and possibly even the body copy. Or a sans serif for the body copy if the serif for both is too much.