

Creative Brief

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Project Title: Coco

Project Overview:

The objective of this project is to create an engaging website that talks about the plot and the development of the film. It will include imagery and color palettes that match the warm, cultural, and musical background of Coco.

Resources:

Link to the Wikipedia page is here: [https://en.wikipedia.org/wiki/Coco_\(2017_film\)](https://en.wikipedia.org/wiki/Coco_(2017_film)), with some photos included within. There are also more images on Google Images of the film and the characters.

Audience:

The audience will include all ages that would like to know or explore more about the development of the film along with a visual experience. This won't be used commercially.

Message:

I would like to focus on the importance of a family in the Mexican culture and music that is presented in Coco as well as a general storyline of Coco. There should be a visual connection between music and family.

Tone:

The tone would be warm, and comforting. At the same time, I want it to have a feeling of bringing something to life as Coco is about eternity.

Visual Style:

I am imagining a dark colored-background with pops of bright colors with a serif typeface that suits well with the promotional poster and that goes well with the Hispanic culture. As the focus is on music, I am thinking of an incorporation of a big play button for the song "Remember Me" somewhere that would be visible. I also don't want the website to get too loud that might prevent people from reading the text.



