Creative Brief

Sherry Xu
11/9/2016

Project Title: Woody Allen Website

1. Project Preview

   The goal of my website is to be informational, presenting information of both Woody
   Allen's biographical stories as well as his works. Woody Allen's films are very distinct in
   style and contents, and I want the website to match the aesthetics of his films.

2. Resources

   Copy is available at https://en.wikipedia.org/wiki/Woody_Allen, and some photography.
   There is also a sample Woody Allen website for reference
   http://www.woodyallen.com/.

3. Audience

   Instructors and students will review it. The site will not be promoted commercially. The
   age range of the target audience is approximately 18-50.
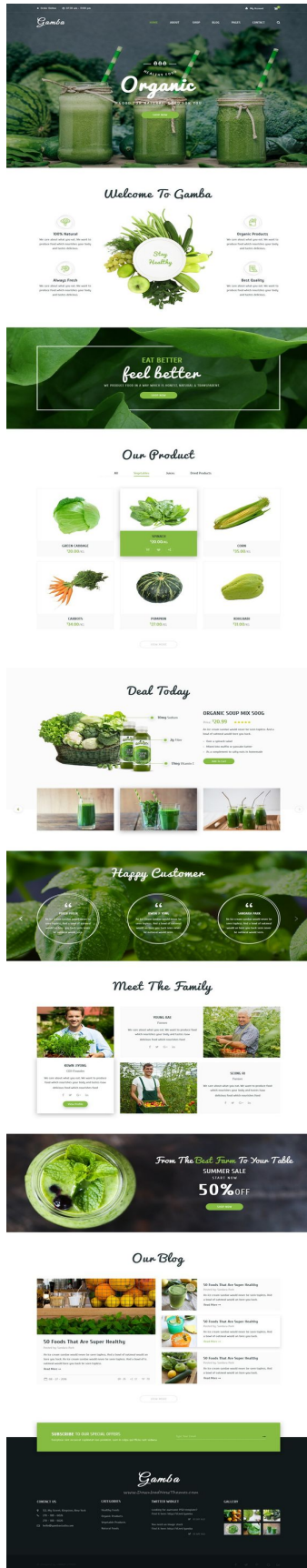
4. Message

   I'd like to focus on Woody Allen's achievements in the field of cinema. However, in
   addition to being a great film director, he is also quite accomplished in music and
   theater. In addition to introducing his films, I also want the website to show Woody
   Allen's distinctive personality.

5. Tone

   The design should be simple and clean. Since the majority of Woody Ellen's films are
   romantic in contents, the aesthetics of the website should probably match that. The
   website should have a unified color scheme and not be excessively colorful.

6. Visual Style
   One plan would be to choose one predominant color and have an almost monochrome
   color scheme.

For example, in the example shown on the left, green is dominant color, while there are other colors to accompany the composition to make the website more visually interesting.

The other plan that I am thinking is to take a geometric approach. I do not want to much text to appear on the homepage. The page should be image dominant. Maybe each image can link to a part of the information on the website.