Creative Brief

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Project Title: Laika Studios Website

1. Project overview

The goal of my website is to be informational and to show the amazing work that goes into making these films. I want there to be a history of the studio and then for it to go into the production of each film they've made. I want the pictures to show the making of the films.

2. Resources

I think I will be using https://en.wikipedia.org/wiki/Laika_(company) and then for the films I will be using the production sections of each of these:

Coraline: https://en.wikipedia.org/wiki/Coraline_(film)#Production

Paranorman: https://en.wikipedia.org/wiki/ParaNorman#Production

Box Trolls: https://en.wikipedia.org/wiki/The_Boxtrolls#Production

Kubo and the Two Strings:https://en.wikipedia.org/wiki/Kubo_and_the_Two_Strings#Production (just development and not casting)

Missing Link:https://en.wikipedia.org/wiki/Missing_Link_(2019_film)#Production (just development and not casting)

If these pages are too much I would do coraline first and then do paranorman and possibly then box trolls

4. Audience

This is an informational site and won't be promoted. I think it is for people interested in stop motion animation and for people who liked Coraline or something and want to know more about how that studio makes their movies.

5. Message

I'd like to focus on the history and production of Laika Studios.

6. Tone

The tone here I think should be bold and contrasty. I want to highlight some information about the films and focus on the imagery of the making. I think it should be making the studio look impressive and bold.

8. Visual Style

I think I want there to be a black background and for the images to be placed on that with text kind of surrounding the images. I want the site to feel modern and new and bring the user through the production of each film with lots of imagery of different techniques the studio used to create these groundbreaking stop motion animations.

Here are a couple of jpgs of inspiration or ideas. Maybe something in the same vein as these, but not so literal perhaps.

STORY

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