

Creative Brief
Jee Kim

Project Title: *Dirty Dancing* Website

Project overview

The goal of my website is to basically rethink the IMDB website. In addition to the factual information available on IMDB about a film, the website will offer a rich contextual background concerning the process of making the film and the people involved in it.

Resources

Information is available at <http://www.imdb.com/title/tt0092890/>, as well as some photography. There are a lot of other photographs available on Google Images as well.

Audience

As this website will be included in the final portfolio review at the end of the semester, my instructors will see and review it. If I find the website successful enough, I will probably include it in my personal portfolio as well, meaning prospective employees will see it. It is hardly likely that children, or people of higher than retirement age will be the audience.

Message

Although I was inspired by the IMDB website, I'd like to focus on the making of the film and the creative and technical process rather than the actual content of the film. Essentially functioning as the "Special Features" disc of home-DVD version of a movie, the website will reveal the collaborative efforts of the creators and actors behind the scene.

Tone

The tone does not have to be too serious that the content even feels boring. But it shouldn't be too playful that the subject matter seems light.

Visual style

The immediate idea I had was using a visual language that evokes the 80s. There has been a lot of response to a sense of nostalgia for the 80s in recent trends, whether it is expressed through fashion, photography or even magazine spreads.