

Wikipedia Article Microsite Creative Brief: Studio Ghibli

1. Overview

- a. I envision this microsite to provide general information about Studio Ghibli in a pleasant way that reflects the nature of its films and movies both stylistically and navigationally, as the studio is often well known for. Like learning about the painter behind a famed painting, I want this microsite to shed some light about the studio behind the film for the average studio Ghibli audience.

2. Resources

- a. Article: https://en.wikipedia.org/wiki/Studio_Ghibli
- b. There is a surplus of studio Ghibli film images (both screenshots and photographs of non-film subjects) online

3. Audience

- a. The general target audience of this microsite is likely going to be those interested in animation, or big fans of the Ghibli works. The average film viewer probably wouldn't seek out and dig up information and details on the studio behind a series of films unless they were specifically related to that field in terms of career or interest or were simply big enough fans of the films. There's also a good chance said audience grew up with the films, given the timing of studio Ghibli's film releases.

4. Message

- a. I want this microsite to highlight the artistic nature of Studio Ghibli. While modern animation has left behind a lot of older methods, Studio Ghibli remains committed to using animation pigments to hand paint their keyframes for the sake of artistic style. On top of that, the distribution management shows their dedication to the artistic expression of their films.

5. Tone

- a. The tone should be whimsical, reflecting the artistic character of their style of film (which stays consistent even when portraying darker stories and themes)

6. Visual Style

- a. Visually, the microsite should probably have rich, vibrant colors that reflect the color palettes often found in their films. Since there's usually a lot of

greenery and nature depicted through their films, some cool-green landscape-reminiscent visuals would work well too. If successful, it should evoke a sense of dreaminess and nostalgic child-like whimsy.

b. Examples:





(Grave of the Fireflies)

Even in their older and darker films, the colors still had that dreamy, whimsical color scheme and expression