

## Topic: Studio Ghibli

Updates: 11/6 Mockup (pg 1), **11/13 Initial build (pg 2)**

Creative Director: Chelsea Chun

Designer: Lily Park

Recording Link: [11/1 Zoom Meeting](#)

**Content:** basically based on Wikipedia Page

History, film management, list of films

- More well-known films: ex. Totoro, Howl's Moving House

### Artistic Choices/Color Palette

- Point colors: Bright, vibrant, pastel colors
- Greenish, dark blue vibe for overall pages - focused on "nature"
  - Mostly centered around their art styles in the films
- Visually microsite representation of average studio ghibli movie

### Type Choices

- Sketchy, pencil (hand-drawn?) styles

### Page-Style/Layout

Informational Heavy or Visually Focused = both would work !

- Don't really have a specific preference

Rather than one-scroll page, have sections

- Title, intro page
  - Open: similar to the "opening credit"
- Sections: history, film management or distribution rights, list of films (works) ⇒ can be changed depending on the design later
- For High-fidelity mockups: start off with the home/landing page

11/6 Mockup Update:

- Focus on illustrative/sketch quality of first (a) mockup is working well to deliver hand drawn quality of studio ghibli style
  - Can emphasize this more with some textural overlays maybe?
    - Ex: paper texture overlay on backgrounds or light sketched lines overlay on backgrounds
  - Greenness reads almost like matcha, maybe could be warmer and lighter? Less muddled to read more nature-esque than matcha-like
    - This could resolve itself based on textural overlays that add context tho!
- The footer/navigation of second (b) mockup is structurally easy to understand; replicate more in mockup a?

- Distinguish footer section from body section more (via background shift? Could use a darker and bluer green to mimic depth like studio ghibli films use cool greens to add depth to landscapes)
- Images used in (a) for navigation have different orientations and balance differently (some are heavier in detail, some are more vertical, etc)
  - Try to contain or standardize a general shape to make them feel more cohesive?
- Mobile View could be bigger to be more legible at size (?)

### **11/13 Initial Build Update:**

- Landing page works/looks great
- Search bar looks nice in the header but if not going to be functional, replace?
- Navigation pages add visual
  - Images to reflect landing page visual
    - History + distribution : probably photographs, one per navigation page or per subheading in each navigation page? (test)
    - Films : add screencaps or other visual representation similar to photograph (no clip art) of one film to represent each decade
  - Fill negative space
    - Images should help w this on history + distribution!
    - Films try side by side column/grid (split list into half from ~2000s or 2010s)
  - History page subheading to running body space different than Distribution + Films subheading to running body space (likely to do w padding/margins?)
- Films/Works header changes when on page vs not > one-off occurrence