Creative Brief

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Project Title: Over the Garden Wall Website

Over the Garden Wall - Wikipedia

I think a navigation system would be useful on this site, though I'm unsure whether I want buttons that take you to a certain section of a longer single page or multiple pages. I'm leaning multiple pages since it would also longer separate pages for things like the episode section.

1. Project overview

The goal of my website is to be an overview of the miniseries, giving both people unaware of the show some kind of incentive to watch it and fans of the series a place to easily look up details about episodes and the cast.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Over_the_Garden_Wall, screen caps and imagery used in the show itself will be present. I may also end up drawing some assets myself if time permits.

3. Audience

The audience, besides my professors and other Sam Fox faculty/staff who will be reviewing and grading my work, are both people who are and are not familiar with the show, giving all age demographics the idea of the series.

4. Message

In this current era, animation is often being overlooked or seen as "just kids media." OTGW is a great example of this simply not being true, being a media for both younger and older audiences alike. I want to focus on promoting a show that showcases the beauty of hand drawn animation of today's age, trying to get more people to enjoy it.

5. Tone

The tone here is welcoming language that anyone could understand, while still being informative and descriptive enough to get the facts across.

6. Visual Style

I want to go with a deeper, autumnal tone visually, as that's the kind of artwork seen in the show. Major use of various kinds of yellows and oranges. I also want it to have less of a modern or corporate feel, incorporating more of a "cozy" and inviting energy in the site.

Here are a couple of pictures with inspiration and the vibes, though it was difficult finding website examples that weren't super corporate: