Creative Brief

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1. Project overview
   a. This page will be a page created for fans of the movie, Encanto as sort of a one stop shop for a lot of things that happened behind the scenes to create the film along with some fun facts about the cast. This page will be informational, but also entertaining.
2. Resources
   a. https://sea.ign.com/disneys-encanto/177126/gallery/disneys-encanto-visual-development-and-concept-art?p=1
      i. I will use this page for a lot of the behind the scenes art that will be displayed as well as a color/ styling reference for the website
   b. https://en.wikipedia.org/wiki/Encanto
      i. This will be more-so for general information regarding the production, the cast, and so on.
   c. https://screenrant.com/encanto-reddit-theories-possibly-true/
   d. https://screenrant.com/encanto-movie-mirabel-gift-powers-madrigals-horror-theory/
   e. https://collider.com/wildest-theories-about-encanto/
      i. These will be used for fun speculations and fan theories surrounding the film.
3. Audience
   a. The audience for this site is people who are huge fans of the movie, Encanto and wish to absorb everything they can about it in one spot. Instructors will see it. Prospective employers are not likely to see this site, as my interests are in animation related illustration and not necessarily UX design. This site is something people of all ages may enjoy, as Disney films tend to appeal to whole families.
4. Message
   a. With this site I hope to reinforce and emphasize a lot of the things that make Encanto a special film and why it has touched people all over the world. I want to affirm fans' enjoyment of Encanto.
5. Tone
   a. The tone will be joyful, bright, and celebratory. I'm looking to celebrate the film and also match the sweet tone of the movie itself throughout.
6. Visual Style
   a. The site will include a lot of the colors in the film. It is likely that there will be a dark backdrop for all these colors to be able to contrast against. The color scheme may skew towards colors analogous to pinks, purples, reds, but with hints of greens and yellows. To avoid the vibrant colors being too distracting,

most of them will be reserved to buttons or headings within the same page. Below is some cover art from the book, "The Art of Encanto" and some sites that do similar things.

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VIEW SOURCE

🏠 **Welcome**

WELCOME TO THE

Tangled wiki

WE ARE CURRENTLY EDITING OVER 452 ARTICLES, AND 1,805 FILES.

Welcome to Tangled Wiki, The biggest collaborative encyclopedia for the Tangled media!

The Tangled Wiki, a fandom dedicated to the animated musical adventure franchise, Tangled.

If you are 13 years of age or older then click here to sign in and start editing! If not, you are not allowed to make an account due to the Children's Online Privacy Protection Act (AKA: COPPA).

ⓘ **About the show!**

The animated series unfolds as Rapunzel acquaints herself with her parents, her kingdom and the people of Corona. Her irrepressible spirit and natural curiosity about the world drives her to the realization that much more she needs to learn before she can truly accept her royal destiny. She boldly puts her crown and

🕐 **Last Episode**

"Plus Est En Vous"
Premiere:
March 1, 2020

ⅈⅈ **Social**

🐦 **Twitter**

Tweets from
@tangledseries

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