

Creative Director: Maame Kyei
Designer: Ruby Grant

Zoom video:

<https://wustl.box.com/s/p83fyyagpo9alt7in587mmkas8yoo4ob>

Plot of movie: Family with powers that they use to help support the town they live in. They got the gift from the grandmother's spouse and a miracle happened, enchanting their house. Main character does not have a superpower, and she gets a prophecy about the danger of the house and has to prevent that.

<https://disney.fandom.com/wiki/Encanto>

Mockup Approach:

Home page with a nav bar for other pages, top nav bar with the big title, absolute position

1. Front Page:
 - a. Overall, the site is for fans, so no need for extensive plot details unless it relates to lore (plot or theories surrounding the plot) or fun facts about the characters.
 - b. A basic synopsis would be helpful
 - c. (Warning on the front page about spoilers across the site)
 - i. Different links to stream/ watch it
 - d. Success of the movie, what it grossed, etc
2. Characters:
 - a. Images can be stock images/ headshots of the characters and short description
 - b. <https://d23.com/meet-the-characters-of-encanto/>
 - c. One fun fact about each. Grid style.
3. Cast Members:
 - a. Same deal
4. Songs
 - a. Songwriting credits
 - b. Links to youtube videos to sing along with
 - c. Formatted like a playlist
5. Behind the scenes art
 - a. Art/ brief descriptive caption, whether it's a storyboard
 - b. Art can take up more space one after the other so viewer can take it in
6. Fan theories
 - a. Eg. Why mirabel doesn't have a gift
 - b. 5 things from sites like screen rant
 - c. Image, Heading, screenrant rephrase
7. Lin Manuel Miranda (and a little bit about the other directors)
 - a. Begin with an image of lin manuel miranda Heart eye emojis in the heading
 - b. Other work he's done

- c. Fun facts about him
 - d. Other directors:
 - i. Their names
- 8. Sources
- 9. Colors:
 - a. Festive, tropical
 - b. Possible gradient in title