

Creative Brief

Elena Biske

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Slack/email: ebiske@wustl.edu

Phone: (618) 974-7099

Project Title: *Spider-Man: Into the Spideverse*

1. Project Overview

The goal of this site is largely just to provide information about *Into the Spideverse*, but through a particular lens that focuses on its innovativeness in three areas: story, character, and design. It really changed the game for animation!

2. Resources

Wikipedia article: https://en.wikipedia.org/wiki/Spider-Man:_Into_the_Spider-Verse

The article is pretty short on images, but plenty can be found by simple searching the movie title. Screenshots will be especially useful. If there's anything you need help finding, please don't hesitate to reach out!

3. Audience

This site particularly appeals to people who have already seen the movie and therefore won't be spoiled by any of the information. They'd use the site as a reference material, like a very short wiki of sorts. I'd also love for it to be accessible to those who haven't seen the film and are curious what all the hype is about.

4. Message

Spider-Man: Into the Spideverse is a film that takes dozens of risks, all of which pay off. It takes advantage of the uniqueness of animation as a medium, both in storytelling and in visual design, and is a film that has massive potential to totally level the animation industry's status quo. It is innovation at its finest.

(can you tell i love this film yet)

5. Tone

I think the design of the site should reflect the film itself, which is action-packed, fun, and entertaining, but also with a strong sense of thoughtfulness towards its important messages. It should call attention to all that is cool about this film, while also reflecting on the gravity of its successes.

6. Visual Style

As mentioned in the context outline, I would love for the site to take visual cues from comic books and occasionally street art. The film makes great use of bright, flashy colors and digital imagery as well, so those are totally welcome. Spider-Man's typical color scheme is red and blue (with black and white accents), while Miles Morales's is black and red, so those might be good colors to focus on (although definitely use your own jurisdiction in deciding, I'm open to anything). I've included some basic reference images below, let me know if you need more!

