Creative Brief

Sophie Lee
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Project Title: Spider-Man: Across the Spider Verse

1. **Project Overview**

   The goal of my website is to provide information about both the plot of the movie and the process going into its production.

2. **Resources**

   Information will come from https://en.wikipedia.org/wiki/Spider-Man:_Across_the_Spider-Verse, as well as images from Google Images and Pinterest.

3. **Audience**

   The intended audience would be those interested in learning more about the film's plot and backstory since the website is informational.

4. **Message**

   I want to highlight the significance this movie had in the animation and design aspect of film. The comic-book animation style techniques used in this movie is the first of its kind and changed many people's ways of imagining animation.

5. **Tone**

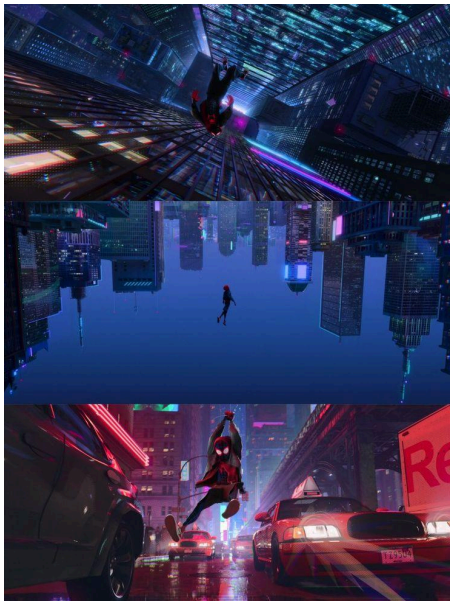
   The tone would be informational yet conversational to mimic the movie's light and friendly vibe. The language will be easy to understand so it can be read by a wider age range.

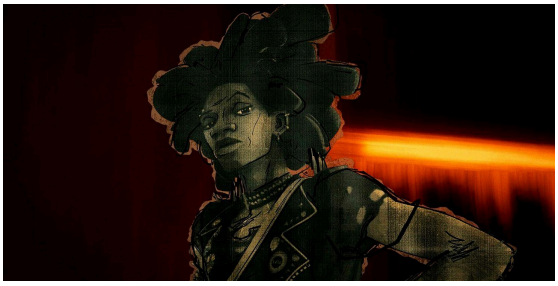
6. **Visual Style**

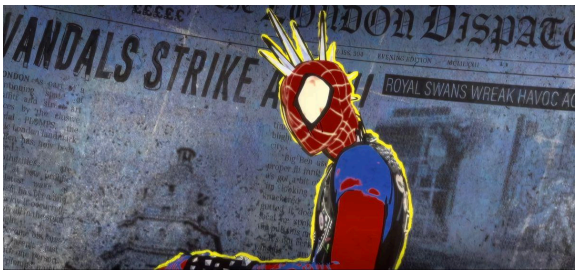
   The movie has a very futuristic, cyber-punk, and comic aesthetic that I would

like to emulate. The main colors will be black, red, and blue with accents of brighter/ saturated, cyber-colors from the movie. I also would like to add comic book-style pop-up text, moving images if possible, and the graffiti text from the movie. Additionally, all the different Spider-Man characters in this movie have different visual and animation styles that I could pull inspiration from.

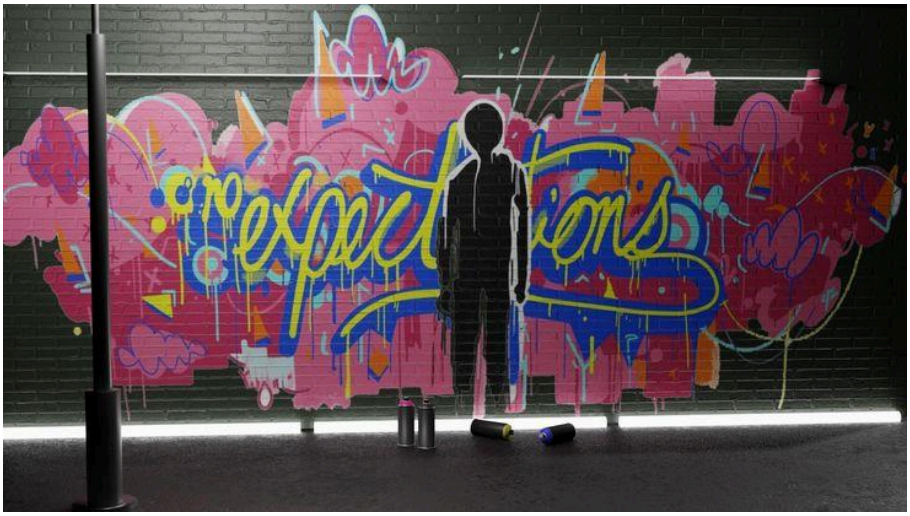
Visuals from the Movie:

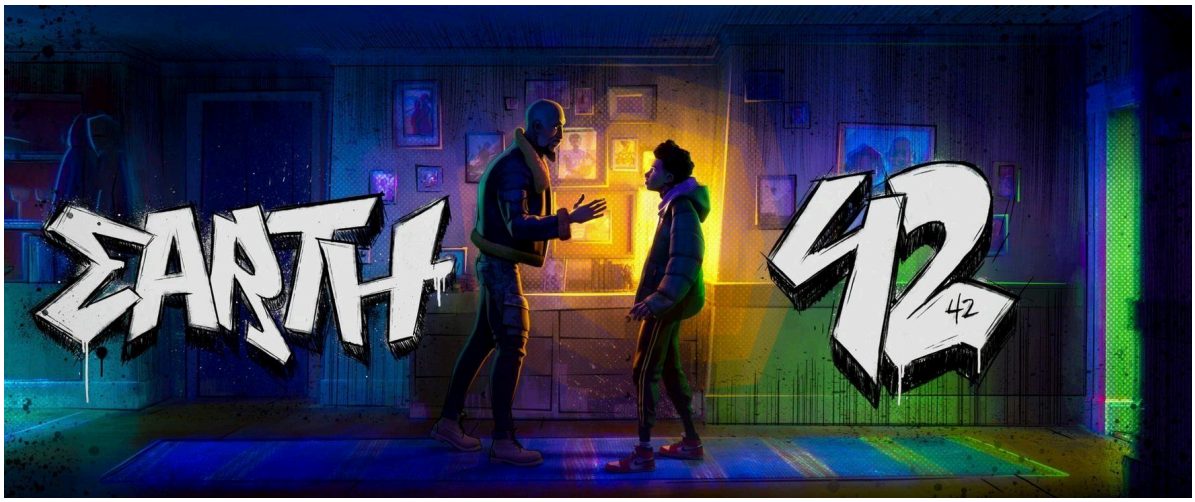






Other Visual Examples:


expectations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