

Wikipedia Article Microsite - Initial Meeting Record

Creative Director: Lily Sun | Designer/Developer: Natalie Klaas

Topic

- *Spirited Away* (film)
- Introductory information is primarily included in the brief

Purpose

- Primarily informational
 - Will serve as an informational and interpretive resource
 - Deeper exploration of the film's themes and narrative
 - Highlight cultural significance and movie's reception/accolades

Target audience

- Anyone who wants to learn about the movie
- Fans of Ghibli
- Viewers who have already watched *Spirited Away*
 - Having baseline understanding of the movie is beneficial for engaging in part of the site (exploration of themes and symbolism)

Content direction

- Home page/ intro
 - Historical intro
 - Page for deeper story and plot
 - Section by scene
 - Section that introduces the major characters
 - Hover or click to learn more
 - Themes and symbolism within the movie
 - World and settings (can combine with above)
 - Production and music section (can combine with reception and impact)
 - Composer info, soundtrack list
 - Reception and impact
-
- Not binded to these names and sections/organizations → designer/developer has creative freedom to change these around as they see fit

Visual Direction

- Ghibli studios has a distinct style - for inspo
 - Pastels, watercolor, hand-drawn pictures/vibe
 - Serif fonts
 - Whimsical/fantastical feel
 - Dusty blues and pinks