

Creative Brief

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Project Title: Muhammad Ali Website

1. Project Overview

The goal of my website is to explain the plot and general background of *2001: A Space Odyssey*, and generally have viewers be intrigued enough to watch it if they haven't seen it.

2. Resources

[https://en.wikipedia.org/wiki/2001:_A_Space_Odyssey_\(film\)](https://en.wikipedia.org/wiki/2001:_A_Space_Odyssey_(film))

There should be screencaps and other images on Wikipedia/IMDb/Google

Also if you haven't seen the movie I included some clips (not all major plot points, but visually relevant)

<https://www.youtube.com/watch?v=e-QFj59PON4>

<https://www.youtube.com/watch?v=xyjOjT8d8RI>

<https://www.youtube.com/watch?v=ou6JNQwPWE0>

3. Audience

Instructors/students/employers will be the main audiences.

4. Message

I want to emphasize how powerful the visuals are in the movie. Most of the movie doesn't have any dialogue or music at all, so a lot of the story is told just through really interesting and dynamic images. The themes are all very grand and existential, and Kubrick (the director) captures the gravity of everything with the way he sets up the scenes.

5. Tone

The plot of the movie runs at a very slow pace, and spends long moments emphasizing interesting and important points in the story. I want the tone of the website to be similar in pacing, with each screen having a single clear point of interest.

6. Visual Style

I'm drawn to the visual language from the movie, which focuses on the deep/empty feeling of space. Most of the scenes are really open and vast, with just a single point of interest on screen. Toward the end of the movie there's a lot of bright/bold colors as well (mostly red), which I think would be good to include too. I think it would be interesting to have mostly images on the first page, and then to mimic the style on the more text-heavy second page.

Here are some screenshots from the movie (for visual references etc)

