Creative Brief

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Project Title: *Inception* **Website**

1. Project overview

The goal of my website is to bring my potential audience into the atmosphere of the *Inception* movie. Dream and reality is one of the themes in the movie, so my website would keep bringing audience back and forth between dreams (movie scenes) and reality (information) space.

2. Resources

Copy is available at **https://en.wikipedia.org/wiki/Inception**, as well as some photography. There are a lot of other photographs available on Google Images as well.

3. Audience

The website is a combination of information and movie scenes, so one of my potential audience is the movie fans. Also, my instructors and peers who are not so familiar with the movie.

4. Message

I would like to create a sci-fi atmosphere in my website and express the theme of dream and reality though visual effects.

5. Tone

The tone I am thinking about is sci-fi and futuristic, in consistency with the movie.

6. Visual Style

The visual style would be consistent with the movie. I am thinking about using screenshots and movie stills as image, and very modern and futuristic typography. Also, interaction would play an important role on the website (in response with the inception concept).