Creative Brief

Elena Caballero
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Project Title: Laika Studios

1. Project overview

The goal of my website is to celebrate and display the works of Laika Studios while following a format that matches their brand identity.

2. Resources

Copy is available https://en.wikipedia.org/wiki/Laika,_LLC. Additional images or media can be found in their films or through searches

4. Audience

This site is primarily to give information on the studio. The studios main audience is children or young teens, but because of their long history they also have a cult following with people who grew up with films like Coraline.

5. Message

I'd like to focus on the artistic works themselves, especially because of the detail orientation that is required for stop motion animation. There could also be inclusion of conceptual works or promotional media.

6. Tone

The tone should reflect the whimsical nature of the films. Primarily educational tone but with a slightly playful spin.

8. Visual Style

The visual style should be playful and textured. I think a typeface with more texture or even hand drawn elements could help the site relate to the medium. I would really like the pages to feel like a children's books with illustrated/ image elements directly interacting with text. I think a darker color palette would also really suit the subject matter.

Here are some examples