

Creative Brief

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Project Title: Hayao Miyazaki Website

1. Project overview

The goal of my website is to be generally informational, but to present Hayao Miyazaki's life and his career as one of the most influential Japanese animator and co-founder of Studio Ghibli, especially with a focus on his delicate craftsmanship and the inspirational messages and lessons he conveyed through his films.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Hayao_Miyazaki, as well as some photography.

There are a lot of other photographs available on Google Images as well. The photos can include the iconic characters Miyazaki created and his famous films.

3. Audience

This is a strictly informational site and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children.

4. Message

I'd like to focus on Miyazaki's work ethics and life motto in regard to his craftsmanship. According to the most recent documentary about Miyazaki in 2016, he is the so called "Never Ending Man" as he continues the traditional way he produces films, illustrating out every frame, coordinating with musicians etc. (https://en.wikipedia.org/wiki/Never-Ending_Man:_Hayao_Miyazaki)

I'd also like to focus on the thematic messages of his films as they often express multiple life lessons and shows Miyazaki's respect to nature.

5. Tone

The tone here could be playful and classy.

6. Visual Style

Color choice would be important here. It might be hard to balance all the different hues.

Here are a couple of jpgs of inspiration or ideas.



(Miyazaki and his characters)

