

Creative Brief

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Project Title: Porco Rosso Website

1. Project Overview

The website aims to offer an immersive exploration of Porco Rosso, focusing on its themes, production, and the historical aviation context that influenced it. The site will present a structured narrative across multiple pages, highlighting the film's unique storytelling, behind-the-scenes insights, and homage to early 20th-century aviation.

2. Resources

Content from the film's Wikipedia page and other sources. Photographs will be used to enrich the visual storytelling.

https://en.wikipedia.org/wiki/Porco_Rosso#History,_geography_and_politics

3. Audience

Targeted toward film enthusiasts, animation fans, and history buffs with an interest in early aviation. Of course, the main audience will be my instructor.

4. Message

The goal is to convey the unique artistry of Porco Rosso, with an emphasis on its celebration of flight and history. It will provide insights into the film's production and Miyazaki's passion for aviation.

5. Tone

The tone will be informative and nostalgic, mirroring the whimsical yet deeply reflective nature of the film.

6. Visual Style

The visual design will draw from the film's vibrant color palette and vintage aviation aesthetics, combining warm, rustic tones with a clean and user-friendly layout. Pages will seamlessly transition through clear navigation buttons.



(This is the original poster, but I don't want the theme of the poster to be so tragic. I will use more vibrant colors as the first pic.)