

Creative Brief

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10/28/2024

Project Title: Inside Out Website

1. **Project Overview:** The goal of this website is to provide an engaging and educational exploration of *Inside Out*, highlighting the film's themes of emotional complexity and personal growth.
2. **Resource:** Copy is available at *Inside Out's* [Wikipedia Page](#). Additional images and info can be sourced from [Pixar](#), [IMDb](#), [Disney](#), and Google Images.
3. **Audience:** This website is primarily informational and will not be promoted commercially. It will serve as one of my final projects for this class and will be reviewed by my instructors. This website may also appeal to a broad audience, including children, teens, young adults, parents, and those interested in animation, film, and psychology.
4. **Message:** I want to focus on the film's main message that all emotions serve a purpose and it is important to understand and embrace them. I aim to communicate this by highlighting the core emotions (Joy, Sadness, Anger, Disgust, and Fear) and exploring the production choices that bring these characters and themes to life.
5. **Tone:** The tone should be insightful and uplifting, reflecting the film's themes of emotional complexity and personal growth.
6. **Visual Style:** The visual style will incorporate vibrant colors and playful elements that reflect the film's aesthetic. I also want to ensure that the layout is clean and intuitive, allowing users to easily navigate between the different pages and sections.

Example Imagery:

Movie Posters:



Scenes From The Film:



Production Process:

