

## Creative Brief

Damie Choe 11/13/19

# Project Title: Georges Méliès

- **Project Overview** — The goal of my website is to talk about the life and work of the filmmaker Georges Méliès as well as the contributions he made to the film industry. Particular emphasis should be placed on the advancements he made with special effects in film.
- **Resources** — Relevant copy is available at the following Wikipedia pages:
  - George Méliès (Primary Page)
    - [https://en.wikipedia.org/wiki/Georges\\_M%C3%A9li%C3%A8s](https://en.wikipedia.org/wiki/Georges_M%C3%A9li%C3%A8s)
  - Georges Méliès in Culture
    - [https://en.wikipedia.org/wiki/Georges\\_M%C3%A9li%C3%A8s\\_in\\_culture](https://en.wikipedia.org/wiki/Georges_M%C3%A9li%C3%A8s_in_culture)
    - Talks about references to him in pop culture
  - *A Trip to the Moon* (1902)
    - [https://en.wikipedia.org/wiki/A\\_Trip\\_to\\_the\\_Moon](https://en.wikipedia.org/wiki/A_Trip_to_the_Moon)
    - This site talks about what is arguably his most famous film, so it's a good resource that discusses his visual style
  - George Méliès filmography
    - [https://en.wikipedia.org/wiki/Georges\\_M%C3%A9li%C3%A8s\\_filmography](https://en.wikipedia.org/wiki/Georges_M%C3%A9li%C3%A8s_filmography)
    - Another source that talks about his style
- **Audience** — This website will likely be viewed by students and professors in the Sam Fox community, so ideally it will have to be well-designed with strong adherence to visual design principles. Because the site might appear in a portfolio, the content and visual style should also be accessible for all viewers — but realistically the audience will mostly be composed of other university students (age 18–22).
- **Message** — The overarching message of this site should discuss the huge and enduring contributions George Méliès made to the film industry.
- **Tone** — I think that the tone of this site should include the playful quality of fantasy film juxtaposed with the solemnity of history.
- **Visual Style** — To elaborate what I mean about the playful/solemnity dichotomy, because Méliès was a figure from the historically rich, early 20<sup>th</sup> century period in France, he comes from a completely different time period captured only with black and white photographs. Despite his early time period, he created colorful narratives and fantastic stories that set the foundation of a completely new art medium that we continue to enjoy today. In terms of visual style, I imagine the inclusion of black and white photos depicting Méliès and the state of technology of the time contrasted with the visually rich and colorful imagery of his film characters/film sets. Also because of his contributions to the film industry, I definitely feel there is room to use HTML/CSS to emulate the special effects he developed, such as fades or superimpositions.

Example Assets

