

Creative Brief

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10/31/2023

Project Title: *Puella Magi Madoka Magica* Website

1. Project overview

I would like to provide an informational overview of *Puella Magi Madoka Magica*, while emphasizing how its unorthodox approach to the magical girl genre and somber, troubling themes are integral aspects of it.

2. Resources

Information and some photography will be taken from https://en.wikipedia.org/wiki/Puella_Magi_Madoka_Magica. There are a lot of other photographs available on Google Images as well.

3. Audience

I would like the website to be completely informational and something that could, hypothetically, be viewed for insight by anyone of any demographic, though children or people higher than the retirement age would probably not view it.

4. Message

I'd like to focus on the themes of suffering and hope that are conveyed through the series. I also want to depict how *Puella Magi Madoka Magica* is an unorthodox addition to the magical girl genre—which is usually innocent and cheerful—, as it contains blood and violence, as well as a dark and somber story.

5. Tone

The tone here I think should be eerie and somewhat disturbing, but also whimsical and magical. I want to convey the feeling of something being slightly off, so that although the site itself is visually organized and aesthetic, the viewer feels unsettled while reading the information.

6. Visual Style

I would like the webpage to utilize negative space, especially because there is so much information to be added. My instinct is to use a dark grey background and lighter text—with colors such as pink and white—, because although the anime seems light and casual, it is actually a psychological thriller / dark fantasy. However, maybe to emphasize its unassuming nature, the homepage could have a white background and dark text; only

after diving deeper into the series by viewing the other pages of information, will the audience understand what the series is actually like.

Here are some references. I would like the site to be colorful, but dark at the same time. I think having elements of collage or decorative type next to clean type would help convey the mood I am aiming for.



