

Creative Brief

Jacqueline Yoon

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Project Title: The Nutcracker (Ballet) Website

1. Project overview

The goal of my project is informational. It should present The Nutcracker in an exciting light that also reflects the elegance of ballet. The site will go over various parts of the history and plot. It should be able to communicate to both people who have knowledge of ballet and those who don't.

2. Resources

The main resource will be https://simple.wikipedia.org/wiki/The_Nutcracker. But as this is a highly famous ballet, there are photographs and videos all over Google as well.

3. Audience

As this is an informational site, it is for anyone who is interested in learning about The Nutcracker and its history. It could be viewed by people of all ages who may have interest in ballet or not. For example, it could be for a ballet dancer who wants to find the music to practice or a person who wants to read the plot of the show before they go to see it. Also, as it is a class assignment so my classmates and instructors will be seeing and reviewing it.

4. Message

I'd like to focus on the history of The Nutcracker and the plot of the show. This iconic classical ballet has been performed for over 100 years and it is important to show its influence. Not only is it a ballet that every ballet dancer performs in, but it is also considered the most famous ballet in the world.

5. Tone

The tone of the site should reflect that of the ballet. It should be endearing and playful. It should have a joy to it that shows that the ballet is something that is enjoyed by many worldwide.

6. Visual Style

As it is a performance with sets, costumes, and more, The Nutcracker has some iconic imagery. This could reflect in a variety of ways, but one idea is to have it look very Christmas-y as the ballet is set during the winter season. Different pages on the site could represent different scenes or acts of the show. For example, the Waltz of the Snowflakes can be one page with snow, while the dinner party scene can be another page with presents and a Christmas tree.

