

Microsite Project - The Nutcracker

Creative director: Jacqueline Yoon

Designer: Ellie Kosowsky

[Link to the Recording](#)

Layout/Navigation

- Multiple pages
 - Intro section: brief overview of the ballet
 - History/modern section: the origin of the show and how it is still performed today
 - Plot: summary of the ballet + acts
 - Music/images: music and images from the ballet
- Navigation bar on top (?)

Theme:

- Christmas/winter
 - Timeless but maybe slightly more traditional feel
- Possible different themes per page based on acts in the show
- Focuses on iconic parts of the ballet (characters, locations, objects)

Colors

- Blue and white (?) + accent colors

Visuals

- Use of photos in music/images section
- Symbols that represent parts of the ballet

Content

- Possible interactive section that plays music
- Elegant typeface, leaning more serif

Message

- A fun but informational site
- Iconic during the for Christmas/winter season so should reflect that