

Creative Brief

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Project Title: History of Broadway Theatre

1. Project overview

- a. The goal of my website is providing a general overview but comprehensive understanding of New York's Broadway theatre and the history of how it was born.

2. Resources

- a. My main information is going to come from https://en.wikipedia.org/wiki/Broadway_theatre#Off-Broadway_and_US_tours in addition to external links for photo and visual resources.

3. Audience

- a. This website is just supposed to give an overall idea of the history of Broadway, being completely impartial and factual when it comes to the information provided.

4. Message

- a. I want to portray the Broadway theatre aesthetic for viewers who have not had the ability to experience it.

5. Tone

- a. The tone here should be enthusiastic, honorable, artistic, and upbeat. Broadway has a unique cultural importance and presence in the theatrical world, and I want to embody that.

6. Visual Style

- a. Theatre provides an outlet of unique expression through the theatrical experience, and I want to exemplify that through my presentation of the micro site. The traditional theatrical colors of white, black, red, and yellow will be used throughout the page. I additionally want to include the glitz and glam that goes into a production with the use of transitions and animation elements.