Creative Brief

Julianys Echevarria
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Project Title: Telenovela Website

1. Project overview

The goal of my website is to be a guide of some sorts to people new to the category of Telenovelas. I want it to dive into its history and how it has contributed to Latin American culture, while also showing us how this influence has spread to other regions of the world. (or how other regions has influenced it)

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Telenovela. It has a brief history of the start of the type of drama. Additionally, it provides information about Telenovelas in different Latin American countries, and the different genres found within it. Google images can aid in finding promotional covers for certain series. Other streaming services can also provide brief over views of different dramas.

4. Audience

This is a fun informational site, with the added concept of working as a website full of recommended series. The audience would be people interested in learning more about Telenovelas and finding an easy way to enter into the community. Think of it as a sort of beginners guide to Latin dramas.

5. Message

I'd like to establish a sense of culture that becomes informative to those who may not be familiar with this cultural aspect of growing up Latin. Additionally, i'd like to highlight how the consumption of novelas both aided in the cultural growth of latin countries, but also aided in its economy.
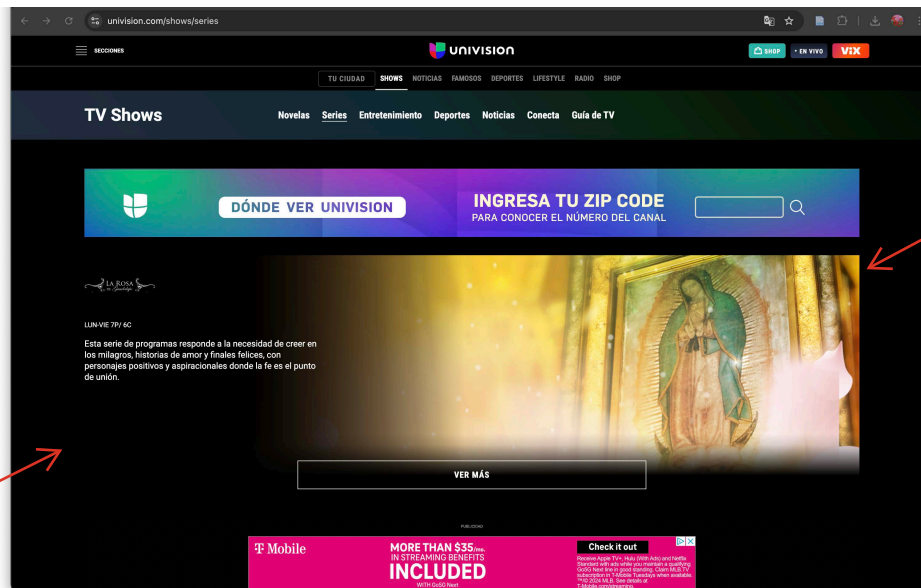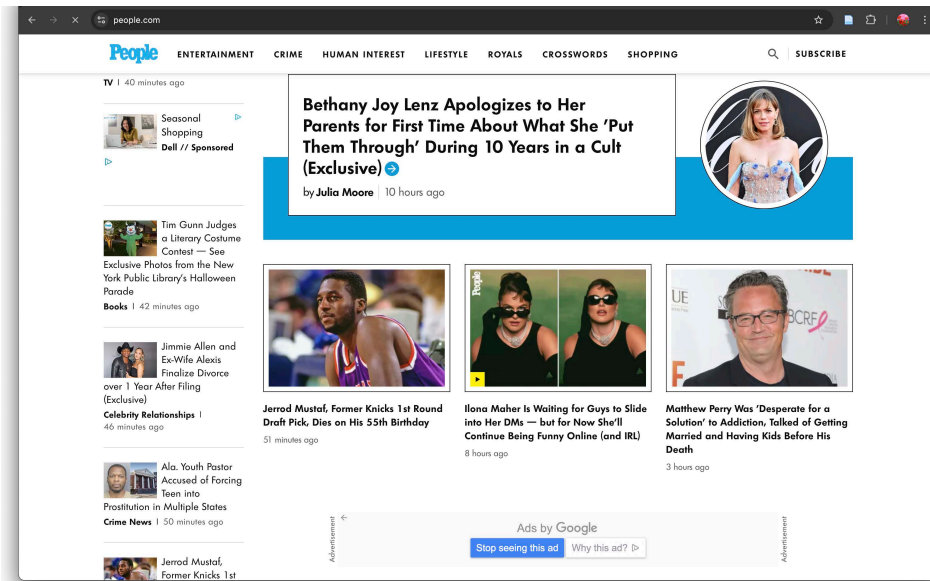
6. Tone

I want the website to come across as official with a touch of dramatization that naturally comes with the novela's aesthetic.
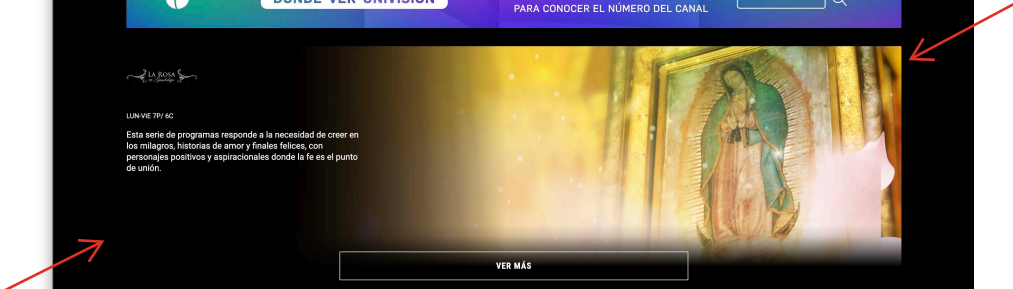
8. Visual Style

I want this website to feel like a streaming platform that mixes both body text and visuals evenly. But the idea of making it feel like a magazine also holds some appeal to the drama aspect of novelas.

I would also like to integrate some iconic elements from novela covers into the design. Such as the styalized fonts. Or the rough worn down embelishments.
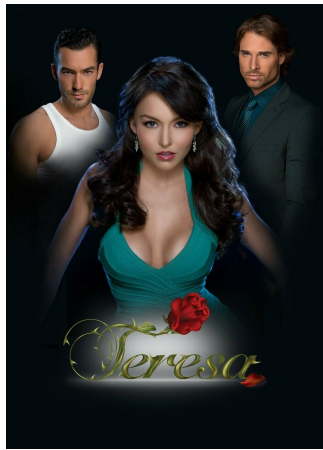
Potential Refrence for Item Organizing/ aesthetics to consider

I enjoy the way image and type are in relation to eachtoher here

Old Telenovela Aesthetic

Newer Telenovela Aesthetic (these are all different generes)