

Creative Brief

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Project Title: Spaghetti Westerns Website

1. Project overview

The goal of this website is to explore the Spaghetti Western genre beyond a simple historical account. I aim to illustrate how these films revolutionized cinema, transforming the traditional Western narrative through unique artistic vision, cultural commentary, and groundbreaking cinematographic techniques.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Spaghetti_Western. I will use film stills and posters from major Spaghetti Western productions and potentially archival photographs of key directors and actors.

3. Audience

The website's goal is to be informational in a very visually appealing format. Aside from my instructor and peers to review, it's for film/cultural enthusiasts and students or anyone vaguely interested in movies. Very old people might take particular interest in this as Spaghetti Westerns were being released and had the strongest influence during their youth.

4. Message

I'd like to convey that Spaghetti Westerns represent more than a mere cinematic trend from back in the day, but an artistic movement that challenged Hollywood conventions, reinterpreted narrative structures, and provided a uniquely European perspective on American storytelling.

5. Tone

The narrative approach will be kind of scholarly but engaging to get across the energy of the films themselves. The tone should convey respect for the genre's innovative spirit while maintaining a precise analysis.

6. Visual Style

Planning to use typography reminiscent of vintage Italian film posters.



Color Palette (to sun-bleached look of the landscapes in the movies):

