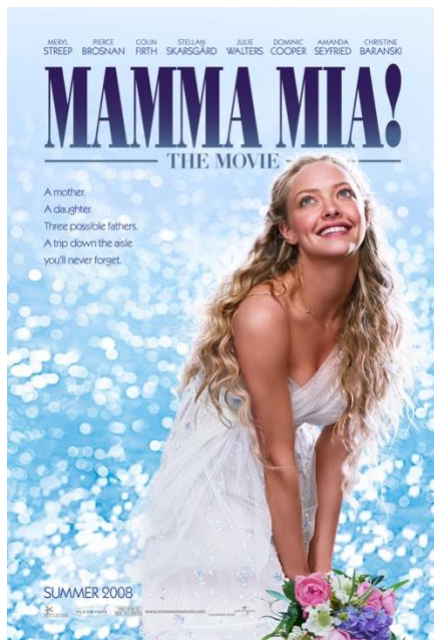


# Lena Viersen-Creative Brief

Project Title: Mamma Mia Website

- **Project overview:** The goal of my website is very general, but I want to focus some on the production of the movie because it was mostly filmed in Greece and it was a very fun shoot for everyone to do.
- **Resources:** Copy is available at [https://en.wikipedia.org/wiki/Mamma\\_Mia!\\_\(film\)](https://en.wikipedia.org/wiki/Mamma_Mia!_(film)), as well as some photography. There are a lot of other photographs available on Google Images as well.
- **Audience:** This is an informational website and will likely just be reviewed by my professors. If it's viewed by others the movie tends to be more beloved for teens/adults, so it probably won't cater to young children or those of retirement age.
- **Message:** The message will be about the content of the film and how fun the film is and just enjoyable.
- **Tone:** The tone will be pretty fun and whimsical like the movie, just the general vibe of the film.
- **Visual Style:** Mamma Mia has a very blue and glittery sparkly feeling. It's based on ABBA music so the 80's kinda disco thing is very prevalent so I will be incorporating that too. They're on an Island also, so there's a lot of very blue ocean around.



MAMMA  
MIA!™

