Creative Brief

Project Title: Call Me By Your Name

- **Project Overview:**
  - Main goal of the website is to shed light on the artistic decisions made by the crew of the movie. Maybe think about putting this in context of the location

- **Resources**:
  - https://en.wikipedia.org/wiki/Call_Me_by_Your_Name_(film)#
  - https://www.sonyclassics.com/callmebyyourname/
  - Here are some photos from the film:
    - https://film-grab.com/2019/03/04/call-me-by-your-name/
    - https://kissthemgoodbye.net/movie/thumbnails.php?album=940

- **Audience:**
  - People interested in the film's landscape and world
  - Focus on the legacy of the film
  - Put film in context of LGBTQ+ media

- **Message:**
  - I want to emphasize the art direction
  - Long lasting reception of the film
  - Informational about Luca Guadagnino's film choices

- **Tone:**
  - Tone should be playful and nostalgic
  - Has a postcard vibe
  - Copywriting should be approachable and easy to read

- **Visual Style**:
  - I want the font to be similar to the movie's art direction
  - Skinny serif and script font
  - Body copy is sans serif
  - Various shades of green, yellow, and blue