

Creative Brief

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11/18/20

1. Project overview

This website will present basic information on the plot and production of *The Love Witch* with imagery and color palettes to match the aesthetic of the comedy horror film.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/The_Love_Witch, as well as some photography. Other photographs are sourced from Google Images or directly from the film.

3. Audience

Young adult women, alternative, feminist, comedy horror fans, independent film followers

4. Message

This is a visually stunning film with an interesting plot

5. Tone

Mysterious, moody, romantic

6. Visual Style

Saturated dark hues with pops of bright colors, Gothic style typography, and 1960s horror and technicolor film aesthetic