

Creative Brief: Ratatouille the Broadway Musical

1. Project overview

The goal of my project is to bring a new level of joy when preparing to go to a Broadway.

Most of the time the excitement of a musical is not shown as obviously on the website used to buy tickets or learn more about what you're planning on seeing. I want to breathtaking experience to start with the website you visit. I would also like to bring even more life to the Ratatouille movie in Broadway musical form.

2. Resources

[https://en.wikipedia.org/wiki/Ratatouille_\(film\)](https://en.wikipedia.org/wiki/Ratatouille_(film)) (here is the link to the Ratatouille Wikipedia page). <https://www.vulture.com/2020/11/ratatouille-musical-tiktok.html> (here is an article which tells you all you need to know about the Ratatouille Broadway musical).

3. Audience

This site is informational but in a playful way. The page should be easily navigated for people of all ages, so the links on the page should be obvious. I want to website to be theatrical in order to appeal to Broadway show lovers; however, I don't want it to become childish and appear immature. The largest audience are people who will be buying tickets, so the appeal will not be towards teenagers as much.

4. Message

I want to take Broadway to a new level by making it show its appearance on the informational website and platform used to buy tickets. This is a way to make people even more excited about the show and hopefully more likely to buy tickets. These ticket websites

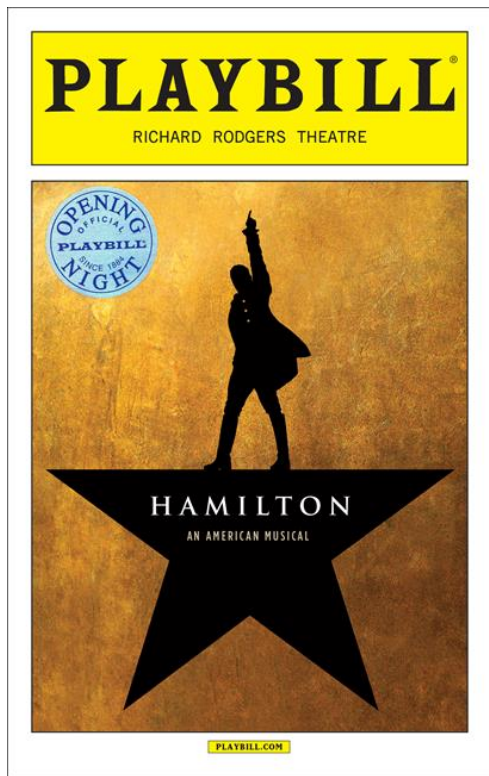
are usually straight forward and can be quite monotone; therefore, I would like to change that. Add some joy to a beautiful experience.

5. Tone

The tone is very lighthearted and theatrical. I want to give people a glimpse into what they will be seeing in real life during the musical.

6. Visual Style

My first idea is how I want to first page to mostly revolve around the look of a playbill. I feel this will be shocking but still have a sophisticated feel to it. In terms of color scheme, I am thinking of a brown/gold, black, white, gray, and blue, in order to stay more simplistic.



This could be a fun way of showing the cast. It would be nice to keep the illusion of the stage throughout the pages of the website for creative imagery.



If an ad section is put in then it could be reminiscent, then it could be similar to that of a Broadway program.

