

CREATIVE BRIEF

LAKSHMI MULGUND

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LETTERBOXD

1. PROJECT OVERVIEW

The goal of my website is to show how Letterboxd is a film-tracking platform and a social space where users can interact with movies and each other. (Similar to Beli which is a restaurant version, if you have that) I want the site to explain the features of the app and how it feels to use it like flow wise.

2. RESOURCES

- **Copy:** Wikipedia <https://en.wikipedia.org/wiki/Letterboxd>
- **Images:** movie posters, app screenshots

3. AUDIENCE

The audience will be my teachers and classmates, and any potential employers if included in a portfolio. Generally, the site is aimed at people interested in film or interested in tracker apps.

4. MESSAGE

The site will present Letterboxd as more than just a tool for logging films. It will highlight how the platform allows users to build their identity through their film taste, participate in film discussion, and engage with a broader community of film enthusiasts.

5. TONE

The tone should feel modern and minimal and cathartic. a focus on clarity and visual storytelling. I want the site to feel approachable and remind me of the way people interact with film on the site, but still keep the design clean.

- I was thinking it could be a little non-serious like a film-like casual tone or use film quotes at times when there's a long copy to make it more fun/break up the written tone.

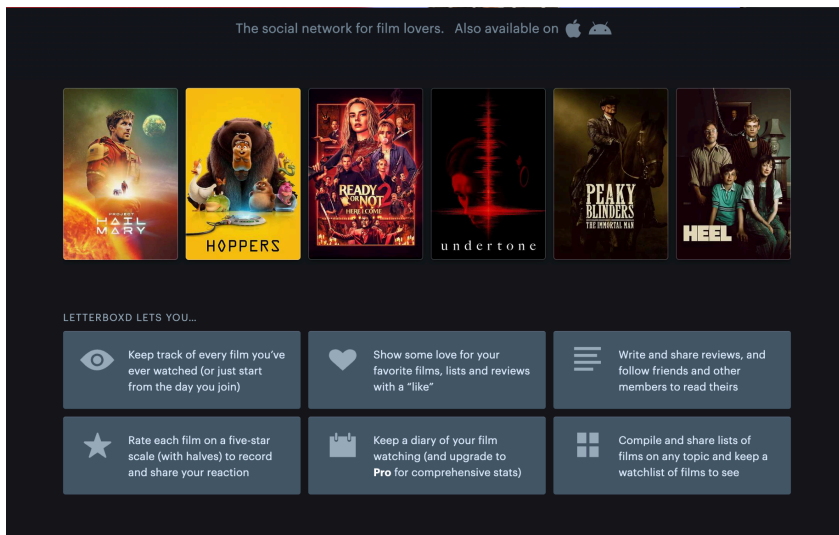
6. VISUAL STYLE

The design will be minimalist and inspired by the app's visual style. The site will likely use a dark color scheme and maybe incorporate the colors in the letterboxd logo? I think grid-based layouts would probably look the best with some clean rounded corners to photos or movie posters.

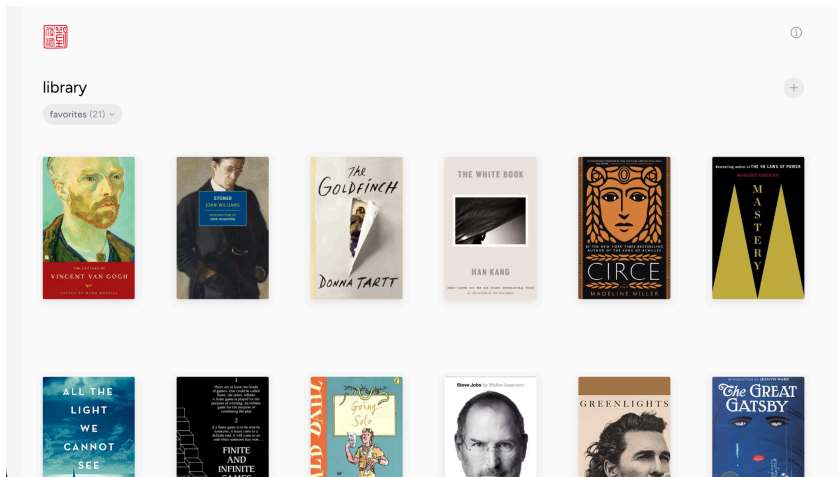
- I would rather it not feel overcrowded with colors but maybe have a base color and then use the letterboxd logo colors as accents for different things, like nav bar, buttons, special text, different pages...etc.
- Next page for image references



They have this circular motif which could be interesting to play with in the website design



from the letterboxd site



Example of the photos in a clean designs