

Creative Brief:

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April 2, 2019

Project Title: Ozark (TV Show) Website

1. Project Overview

The goal of my website is to be generally informational. I want to provide a website for people to understand the plot summary and information of the show, which can sometimes be complicated and have very detailed nuances.

2. Resources

As of now all info can be found at [https://en.wikipedia.org/wiki/Ozark_\(TV_series\)](https://en.wikipedia.org/wiki/Ozark_(TV_series)). However I am thinking of maybe including excerpts from some episode recap articles from places like Bustle and Refinery29.

3. Audience

This site is meant to be for anyone who is watching the show and, like me, can sometimes get confused by all the little details along the way. There is a science to the way Netflix tv shows are now being plotted and written, I did a whole paper on it a few weeks ago, but basically in order to perpetuate the culture of binge watching Netflix tv show plots are becoming more complex and use way more out of sync timelines, easter eggs, and interconnected storylines to make you need to pay attention more. However, this can also lead to confusion. The site would shed light on those confusing things in the episode plots.

4. Message

Not really a message for this site. It is more about providing information for those people who are watching the show and are getting confused by the plot or have questions general questions about the show.

5. Tone

I think the tone here should be two fold. I want it to be informational but not dry. I want it to look like it's designed by a fan who really wants to inform other people about this topic that they really enjoy. So the site should be accurate but still show that whoever made it really loves the show and wants visiting the site to be an enjoyable experience for visitors.

6. Visual Style

The style should be inline with the aesthetic of the show's cinematography. The show is set in the Ozarks of Missouri (shocker) and the lighting is very blue-ish, gray, dark, gloomy, rustic. So The site should have the feel of the cinematography. (See images below)

