

Content Outline

Georgia Elis

10/30/2024

Project Title: Love Actually

1. Project Overview

The goal of my website is to be both informational about the movie and to convince someone to watch the movie whether it is their first time seeing it or a rewatch. I want the website to celebrate the movie and remind people of it as the holiday season approaches.

2. Resources

Copy is available at [Love Actually Wikipedia](#). Images can be found on Google.

3. Audience

The audience of this website is both people who love the movie but may have forgotten some of the specific plot points and people who have never seen it and are looking for their next holiday movie to watch. Because of the content of the movie, the age range should be late teens and above.

4. Message

I'd like to focus on the plot and feeling of hope in the movie. I'd also like to emphasize how everything is connected like in the plot of the movie. The goal is to make someone want to watch the movie, so I want to replicate the warmth and different types of love presented in the movie.

5. Tone

I would like the tone of the website to be warm and friendly, while still remaining informational. I want the tone of the website to mirror the tone of the movie and remind the audience of classic Romcoms and holiday movies.

6. Visual Style

The primary color palette of the website should be red, black, and white. The font should be a sans serif similar to the one used on the movie poster. I'd like for gift wrap

and ribbon to be throughout the website similar to the movie poster. I'd also like the images and film stills to have warm tones.

