

fangs



FINAL PROPOSAL

A website for the upcoming short film titled Fangs.

Backstory: The story of 'Fangs' is derived from a book of the same name created by a French artist/writer. It is about a young vampire who wakes up one day to find his fangs are missing. He goes on a search for them and in the end, finds a perfect solution to his problem.

The Site: I plan on creating a site that is simple and easy to navigate, but is also very entertaining to the user as well. To do this, I plan on using parallax and jquery to make the 'stage' of the design move. I also plan on implanting css3 and html5 standards into the design. The site will show Robert, the vampire, as he looks for his fangs, as if the site was just a page of the story. The content will be weaved into the design, appearing when the user scrolls to a certain part.

Intended viewers: Family audiences; children 5-12, adults 18-30.

Research: For my research, I looked at sites that catered to both young and old viewers. The sites I found incorporated fun, vibrant characters into clean layouts.



Meomi is interactive in simple ways. Rolling over items and characters will start up special animations. Although the website is very cutesy and lively, it still gives off a professional feeling because of its use of colors and simplicity.



Nation (thisisnation.com) also uses colorful characters mixed with simple colors that give it a modern feeling. They sell toys (which would be why kids visit the site) but they also cater to older audiences adults would also be interested in buying their action figures for their children, if not for themselves.