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**Multimedia Client/Creative Brief**

**What does the client "need" and why do they need it?**

There will be a website on The Sound of Music and interesting facts about the movie. They will need interesting facts, visuals (images), and audio for some of the sounds presented in the website.

**What kind of project is this?**

The Fan Project on The sound of music.

**What is the subject or topic?**

A Fan page on The Sound of Music

**What content are you working with?**

XD, audio and images.

**Is its existing content or have to create it?**

I will be making the pages unique, But I will be using images and audio from different sources.

**What is the message?**

To promote the movie and to quiz and provide fans with unique information.

**What is the purpose What is it meant to do? Who is the audience?**

The audience would probably be middle age and older. Also, some young ones who have grown up watching the movie.

**What kind of information did you find researching about the:**

**Topic-**

* The Sound of Music was the eighth and final musical written by Rodgers and Hammerstein, but Hammerstein never saw the movie. He died of stomach cancer nine months after the Broadway premiere. 12. "Edelweiss" was the last song Oscar Hammerstein ever wrote, at the last minute during the show's tryout in Boston.
* When The Sound of Music was released to the home video market, it enjoyed a second life of adoration. The video stayed on the charts for almost five years.
* The Sound of Music won the best picture Oscar in 1966. The broadcast of that show was remarkable for being the first time the Academy Awards was shot in color.
* Julie Andrews (the main character) wasn’t going to be cast in the beginning
* The movie was based on a true story
* The real-life relationship between Maria and Georg von Trapp was not nearly as romantic as portrayed in film. When the captain proposed in real life, Maria wrote in her 1948 memoir, “I really and truly was not in love. I liked him but I didn’t love him. However, I loved the children. And so, in a way, I really married the children.”

A group of people posing for a photo

Description automatically generated

* Twentieth Century Fox was struggling financially after the explosive failure that was Cleopatra, in 1963. The Sound of Music is widely celebrated as having saved the place from certain failure.

**Audience-**

The Audience is for fan members of the sound of music.

**What kind of interactivity will you have?**

I will have them take a quiz on the music and the scenes and then I will also have interesting facts about the movie and its background.

**Will there be animations?**

When necessary (comment that wouldn’t be in here for an actual client: I just have to figure out how to do animations in XD)

**What will make this interesting and unique?**

**What kind of special features will you have?**

I will have an old image of the real people and a certificate for the quiz on what song went with what scene.

**Is there a host or mascot?**

No

**What photos, illustrations, colors, typeface, graphics, etc will you be using?**

Images from the things related to the sound of music and the colors of the mountains on the website with a more classic and unique look to it.

**What overall style will this have site (use words like fun, sophisticated etc)?**

More classical and fun

**What else would you want the client to know?**

That the certificate will be made available by print or pdf. And that there will be connections to other social medias to promote the website and develop more love for the sound of music.