1. Project Overview

Objective:
Create a responsive microsite that presents the story of The Walt Disney Company in an engaging and visually compelling way. The site should highlight Disney's history, business divisions, key figures, cultural impact, and legacy, aiming to educate and entertain visitors while celebrating Disney's influence on global culture.

Target Audience:
Fans of Disney, students researching media companies, history enthusiasts, and general visitors interested in entertainment and innovation. The tone should be accessible, appealing to both younger audiences and adults with an interest in Disney's legacy.

2. Project Goals

- Develop an informative yet visually engaging microsite that maintains the magical, imaginative spirit of Disney.
- Use storytelling techniques to organize content effectively, making it easy for visitors to navigate through Disney's history, divisions, and achievements.
- Ensure a cohesive visual style that aligns with Disney's brand aesthetics while being suitable for web presentation.

3. Creative Direction

Look and Feel:

- **Inspirations**: Disney's animated worlds—colorful, bright, and whimsical yet professional. Think of an interface that feels playful yet sophisticated, using subtle animation or parallax effects to engage users.
- **Color Palette**: Use colors inspired by classic Disney themes (blue, gold, white, and hints of pastel shades).
- **Typography**: Clean and modern fonts for readability (such as sans-serif fonts), paired with a script or playful font for headings to reflect Disney's whimsical tone. Consider Google Fonts such as "Lobster" for headlines paired with "Open Sans" or "Roboto" for body text.
- **Imagery and Media**: Leverage iconic images and animations of Disney characters, theme parks, and movie scenes. A hero banner on each page to set the tone, along with well-placed media galleries and visual timelines.

Inspiration:

4. Content Outline and Layout

Site Map:

1. **Home / Overview**: Introductory hero image, brief company overview, navigation links to other sections.
2. **History of Disney**: Chronological timeline, major milestones.
3. **Business Divisions**: Subsections on Studios, Media Networks, Parks, and Digital Media.
4. **Key Figures & Leadership**: Profiles of Walt Disney, current leadership, past influencers.
5. **Cultural Impact and Legacy**: Disney's role in pop culture, innovation, and corporate responsibility.
6. **Media Gallery**: Photos, videos, and audio clips related to Disney's milestones.
7. **Resources & References**: Links to additional readings and citations.

Page Layout:

- **Hero Image and Banner**: Full-width hero images for each main page to define sections.
- **Content Blocks**: Modular layout with clear, concise text blocks and relevant imagery. Include timelines and iconography to represent key events and business divisions.
- **Interactive Elements**: Use image galleries, timelines, and animated transitions to enhance storytelling.

5. Technical Specifications

- **Responsive Design**: Ensure optimal viewing on both desktop and mobile devices.
- **Animation**: Subtle animations for elements like buttons and icons; parallax scrolling where appropriate.
- **Accessibility**: Adhere to WCAG guidelines, ensuring content is readable and navigable by all users, including those using screen readers.
- **CMS Compatibility**: Structure the microsite to allow for easy updates or integration with a CMS (if planned).

6. Project Resources

- **Brand Assets**: Logo files, Disney-approved images, and color palette resources.
- **Typography Guide**: Google Fonts link for selected fonts.
- **Content Repository**: Finalized text content and images for each section, located in the shared drive