
Film promotion

Howl's Moving Castle

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Link: <https://kital.uk/applied-art-for-the-web/howls-moving-castle/>

Film Title	Howl's Moving Castle
Released Year	2004

Introduction

To be honest, the rationale for choosing this film is because of personal preferences. More than half of the films I've seen at cinemas are cartoons. Because I think watching movies should be relaxing, I prefer light and fun to exciting plots and pictures. The characters of cartoon characters are also relatively pure and simple. There are some truths behind animated films produced in Japan, which are full of educational significance.

Whenever Hayao Miyazaki's animation is released in Hong Kong, it can set off a hot talk. Howl's Moving Castle was the first Hayao Miyazaki animation I ever watched at the cinema. I still remember being deeply shocked at that time, as a secondary school student.

Content Planning

The content planning is to include a home page, three pages of the necessary information, and one additional page for embellishment.

The homepage mainly gives readers some basic understanding of the film and provides some information to increase credibility and connection. The three pages of necessary information are a brief introduction to the story, main characters, and ticket information. Additional information is five interesting facts and colouring corner.

Homepage: The Header uses CSS Animation to add dynamics and includes promotional messages. All elements appear in one of three ways. Next is the introduction to the film. The article mentions that the film adapted from a British novel is used to increase the connection with the audience. Production & voice, and Reviews are used to increase credibility. The trailer goes one step further to arouse the audience's interest.

Story: Provide a small introduction to the film's first half and avoid revealing important plot points. Finally, there are questions that arouse the curiosity of the audience.

Character: A brief introduction to the main characters and their English dubbing actors.

Ticketing: Information about film releases and how to buy tickets. Also includes the accessibility of the cinema.

Special: Special page for fans. Provides content that would also interest me as a fan: fun facts and colouring material.

Colour scheme



Since the web colours wanted to match the animation, I chose some colours from one of the scenes. A scene with rich colours.

Because the main male character Howl is a handsome guy with the appearance of a prince, the overall colour selection wants to present a noble feeling. The primary colour is a deep navy (#233442), with a bit of gold (#c4a068) for highlight and contrast. The rest of the colours make small embellishments where appropriate. Lighting and darkness may sometimes be adjusted slightly to ensure sufficient contrast between the text and the background.

Typeface

For Typeface, I wanted to find one font for the movie title and headings, and another font for the body text. Searched google fonts for some bold fonts that I thought would match the movie. Because I wanted to present a noble feeling, I chose Cinzel. As for the body text font, to avoid being too classic, I prefer a Sans serif font. And the font is a little round, which looks a little childlike. Plus Jakarta Sans was chosen.



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Final design for the film title

In addition, on the Special page, a third font is used for the title. Because for users who will read the Special page (non-essential information), I believe that they are pretty interested in this animation, and may also be audiences who like animation very much. So here's a lovely adobe font - Giulia Plain, which looks close. More colours were used as well.

Colouring Corner

this heading also behaves like colouring

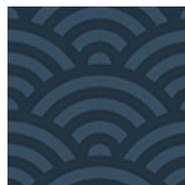
Graphic Design

Because the story's theme is magic, I considered adding some magic elements to the page, such as magic circles. Also, the background is mostly dark, so a light outer glow or box-shadow is added in many places to create a glowing feeling to match the theme.

The background is mostly monochrome, but some patterns are added. The main background is a deep navy with canvas texture. In addition, there are some patterns that are common in Japanese design to add some Japanese feel.



canvas texture



Seigaiha pattern



Asanoha pattern

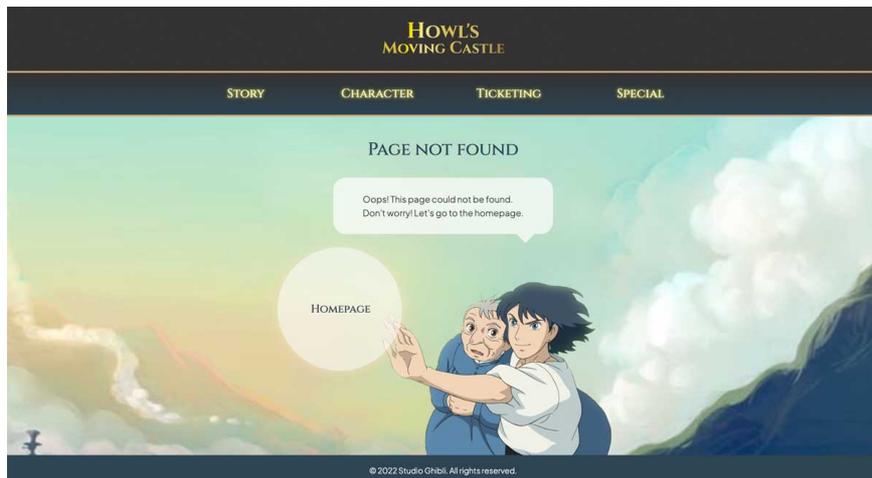
I've been practicing using adobe illustrator lately, so I use it more for personal reasons. For example, on the Special page, the photo of Little Venice is transformed into a sketching feel, and the Colouring Corner section is a line drawing for users to download and use for colouring.

Responsive Web Design

A mobile-first approach was used to create this page. Among them, the header of the homepage and the primary navigation are the most difficult to adjust. The pictures are minimised for mobile devices to speed up loading. Navbar is changed to appear on the web page without clicking when the viewport is large.

Custom 404 page

Last but not least, there is a custom 404 page. I tried to make it fun and fit the theme. So it was made like Howl is talking to users and doing magic to bring us back to the home page. Also, the navbar is kept for another alternative.



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