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ART466

Project 2: Proposal

In this project, I will be doing research on the Marvel franchise. The main target audience will be to attract people who enjoy supernatural films / superhero movies. The audience will consist of people as young as kids to as old as adults. This target audience is appropriate for the topic because Marvel has a huge audience which ranges from all age groups. My design will relate to the subject matter by bringing dynamic and colorful designs and I will be bringing film clips to the sites to draw interest and attention to past and present films.

This page will dive into the past and present of Marvel and will have multiple informational pages throughout the site reflecting on the success of Marvel in the 2000s through the 2020s. I will highlight specific characters from the franchise, and give back stories to the character development of the most beloved heroes of the franchise. There will be a page consisting of the most popular and memorable clips from past movies that audiences have connected to through their personal experience through watching Marvel films