

Wikipedia Article Microsite - Initial Zoom Meeting Record

Creative Director: Annie Tian | Designer/Developer: Rocio Laucerica Topic

Context

- First Moomin story was written during WWII
- Themes of catastrophe, family, searching for home, belonging, and hope packaged in a fairytale-esque style of storytelling, though often more ambiguous rather than a neat happy ending
- Would love if the melancholic ambiance / sense of refuge was somehow captured along with the cuteness of the characters and stories themselves

Purpose

- Informational, create an introduction into the world of Moomins, as well as more detailed pages for a deeper dive into specifics
- Not too much focus on the plot of any of the stories, but more so the characters and worldbuilding

Target audience

- Children – perhaps taking the stories more at face value, views them as an adventure
- Adults – sees the darker themes in the stories
- Overall, I would like to prioritize accessibility. Easy to understand language and concise writing
- Appeal to people who are unfamiliar with Moomins via visuals and intro / context

Content direction

- Home page includes background information of the stories, some information about the creator's (Tove Jansson) life
- Additional pages with information about the characters – there are a lot, but some main ones include
 - Moomintroll
 - Moominpappa
 - Moominmamma
 - Sniff
 - Snorkmaiden
 - Snufkin
 - Little My
- Maybe less important, but interesting characters: the Groke (loneliness personified), Ninny (the invisible child)
- Include page(s) organizing info about the comics/books/shows in a way that lets someone unfamiliar with Moomins know how to engage with the series and understand how the different adaptations are related

Visual Direction

- Tone match with Jansson's illustration style – thin lines, somewhat bold but selective color use, very small and dense details, but use negative space to create “ambiance”
- Lean into nature motifs, lots of green, plants, etc.
- Somehow incorporating the Moominhouse in an interactive way to explore the different “levels” of information might be a bit ambitious, but interesting
- I would prefer sans serif for larger / title text – maybe reference some of the book covers

Inspiration



(lots of images)