

Creative Brief

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Project Title: *From Folk to Fantasy: How Oral Tales Became Fairy Tales*

Project Overview

The goal is to explore how centuries-old oral storytelling traditions evolved into the written fairy tales that the Brothers Grimm collected and published. The site will focus on the transition from spoken to written culture, showing how storytelling changed in tone, structure, and meaning through time. The project should feel immersive and reflective, blending history, design, and emotion in a way that honors both the folklore roots and their later reinterpretations.

Resources

The main written content will come from the Wikipedia page on the Brothers Grimm, along with supplemental material from academic sources like Maria Tatar and Jack Zipes on fairy-tale history. Visual resources may include historical portraits, scans of early Grimm manuscripts, public domain illustrations, and modern reinterpretations of fairy tales. Audio clips or sound design elements could also be used to capture the oral storytelling atmosphere.

Audience

The site is designed for an academic and creative audience who appreciate history, literature, and storytelling. The tone and content should appeal to adults and young adults who are interested in fairytales.

Message

The main message is that storytelling is constantly evolving, even when it seems “preserved.” The Brothers Grimm didn’t just collect fairy tales—they transformed them, bridging the gap between oral tradition and print culture. I want to communicate how the process of writing these stories both saved and reshaped them, and how that tension still echoes in modern adaptations.

Tone

The tone should feel historical but alive. It should carry a sense of nostalgia and cultural weight, without feeling dry or overly academic. The atmosphere should balance intimacy (like someone telling you a story) with clarity and structure (like a museum exhibit).

Visual Style

The visual style will blend organic and modern aesthetics. The early sections will use warmer, natural textures like parchment, cloth, or candlelight tones to represent oral storytelling and folklore. As the site progresses, it will transition into cooler, cleaner layouts inspired by printed books and digital archives. Typography will shift slightly from serif (folk/traditional) to sans-serif (modern/structured) to mirror the content flow.

The design will borrow from references like Urban Jürgensen and the Copenhagen Archive—minimal layouts, immersive scroll effects, and restrained motion. The overall goal is a clean, contemporary interpretation of historical material, avoiding clichés or overtly fantasy-themed visuals.

Functional Notes for the Team

- The navigation should be fixed and minimal.
 - Each section (Home, Stories of the People, The Brothers Grimm, From Mouth to Manuscript, Echoes of the Oral, Whispers Through Time) should feel distinct but connected through consistent typography and color transitions.
 - Interactive components include a text comparison slider
 - The site should be fully responsive and maintain visual impact across devices.
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Creative Goals for Designers and Developers

As Creative Director, I want the design team to focus on emotional clarity and narrative pacing. Each page should *feel* like part of a story, with visual rhythm guiding the user from one stage of transformation to another.

As a designer or developer on the team, I'd want clear direction on typography, color palette, motion hierarchy, and how transitions represent time or change. I'd expect to contribute creative input on interaction design, image treatment, and the pacing of content reveals. The main challenge is keeping the experience visually dynamic without overwhelming the historical material.

Sources

https://en.wikipedia.org/wiki/Brothers_Grimm#Children's_and_Household_Tales
[Grimms' Fairy Tales](#)

<https://www-jstor-org.libproxy.washu.edu/stable/j.ctv36zr2z>

Inspiration

<https://sakharov.redis.tv/en>

<https://copenhagenarchive.framer.website/>

<https://sonsanddaughters.xyz/>

<https://www.tolkienstory.ca/>

<https://urbanjurgensen.com/>