

Crafting an Immersive Web Experience for Oscar winner A.R Rahman's VR Movie

LeMusk

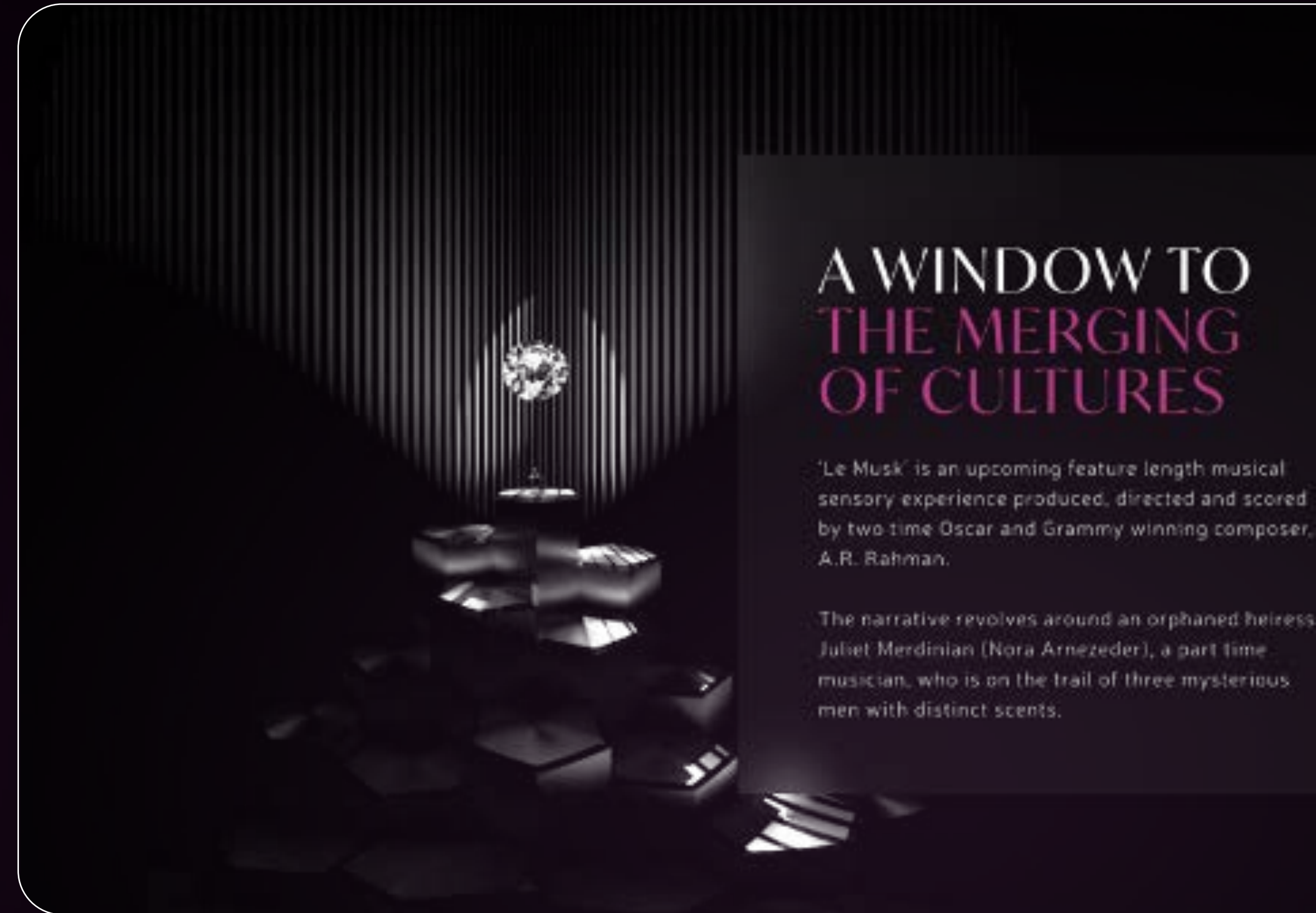
Creative Design · India

🕒 4 months

Overview

Co-led the design initiative for A.R Rahman's upcoming VR movie, collaborating closely with Rahman's team to craft an immersive web experience. Managed client expectations by implementing a creative strategy and distinctive visual direction, ensuring alignment with the artistic vision of the VR film.

- ⚡ Creative strategy & Visual Identity
- ⚡ Website & Digital Experience
- ⚡ 3D & Motion Design
- ⚡ Extended branding and service design



A WINDOW TO THE MERGING OF CULTURES

'Le Musk' is an upcoming feature length musical sensory experience produced, directed and scored by two-time Oscar and Grammy winning composer, A.R. Rahman.

The narrative revolves around an orphaned heiress Juliet Merdinian (Nora Arnezeder), a part time musician, who is on the trail of three mysterious men with distinct scents.



LE MUSK



DRAG OR MOVE TOUR
CURSOR TO EXPLORE

THE MAKING

THE SCENT OF A SOUND

▶ MAKING VIDEO

STORYTELLING





The thriller of a lifetime,
enhanced with stellar
technology creating magic.

CALL TO ACTION



SCROLL



Key Pointers

- Collaborated with Oscar and Grammy-winning musician A.R Rahman on a significant project.
- Initiated into creative strategy and concept development with this unique endeavor.
- Conducted immersive creative brainstorming sessions during a visit to Rahman's studio in Chennai, India.
- Successfully crafted a simple yet distinctive web extension for the highly anticipated VR movie, 'Le Musk.'

LE MUSK

[Visit website](#) →



Involvement



RESEARCH

- Requirement Gathering
- Storyboarding
- Moodboarding
- Competitor Analysis
- Creative strategy

DEVELOP

- Task flows & Sitemap
- Visual element creation
- 3D Asset creation
- Visual Designs
- HiFi Prototyping
- Motion Design

LAUNCH

- Presentation Pitch
- Developer Handoff
- Extended Branding
- Social Media Strategy

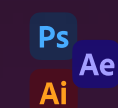
Tools used



Figma
Collaborative Design



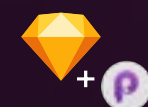
Trello
Task Management



Adobe Suite
Visual & Motion Design



Miro
Whiteboarding & Mapping



Sketch + Principle
HiFi Prototyping



Blender
3D Design & Animation