Abstract

Walt Disney World Resort is a place filled with immersive, detailed experiences. When a guest steps into any park, resort, attraction, or restaurant, they are launched into another world. I wanted to dive deeper into why this phenomenon is so prevalent in Walt Disney World, and capture my findings visually. After spending five days at the parks capturing these details, I've compiled and thoughtfully designed three books encompassing three unique and immersive experiences. Through this creative project, viewers can get a taste of these experiences and see for themselves just how effective the details are to the overall storytelling that Disney Imagineers have intended from the start.

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