Creative Brief

Calvary Fisher 11/9/2016
Project Title:
Oneohtrix Point Never website
1. Project overview
The goal of my website is to present information about the artist while mimicking the aesthetic feeling of his influences and practice.
2.
Resources
Copy is available at
https://en.wikipedia.org/wiki/Oneohtrix_Point_Never
, as well as some photography.
There are a
lot of other photographs available on Google Images as well. I will most likely give creative input about which images to use.
3. Audience
This is is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and rev
iew it. It's also likely
that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.
4. Message
I'd like to focus on the aesthetic and music aspects of Oneohtrix's practice as well as the information about his life and work. I might even want to link to other articles about genre's of music that he make such as Vapor-wave or IDM.
5. Tone
I want the tone to be digital, frenetic and dark, with overtones of playfulness and paranoia. In general, I'd like the tone to feel fragmented and sampled like his music.
8. Visual Style
I'd like to reference the more subdued and less cliche side of vapor-wave and computer graphics in a subtle way: I don't want the site to be noticeably outlandish, maybe having one or two smart design moves that communicate the sampled feel without overwhelming the clear and simple design.
Here are some images: