

Creative Brief

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11/9/2016

Project Title: Anderson Cooper Website

1. Project overview

The purpose of my website is to present Anderson Cooper's life and career — how he ended up where he is today. I especially want to focus on his career at different channels, as well as his life as “the most prominent openly gay journalist on American television.”

2. Resources

The text copy is available at https://en.wikipedia.org/wiki/Anderson_Cooper, and some photographs are available on Google Images:

https://www.google.com/search?q=anderson+cooper&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiAmdmV-6jQAhUn0YMKHSdhDZ4Q_AUICSgC&biw=894&bih=761&dpr=2.

3. Audience

Although this website is not commercial or just for informational purposes, I would like to put this website on my portfolio, meaning that my instructors and prospective employers will see it. The general audience would be from 12 to 74, now that younger people and older people are so tech-savvy.

4. Message

I would like to emphasize Anderson Cooper's life as the influential journalist who is also openly gay. At <http://www.mensjournal.com/magazine/anderson-coopers-private-war-20130904>, there is his personal story available, where we get to know more about him.

5. Tone

I want the tone to be professional and formal rather than being casual — since he is a journalist who is “professional”. I would like to highlight his career life and personal life.

6. Visual Style

I want the website to have minimal colors, maybe black, white, and red as a primary accent color. I am thinking of the feel like CNN's website, which is clean and simple, yet striking.

Here are some images of ideas:



