Creative Brief

Kristen DeMondo
11/9/2016

Project Title: Hands Like Houses Website

Project Overview
The goal of my website is to inform and give detailed information about the band Hands Like Houses. The website should reflect their music style and provide people facts about the band and their music.

Resources
Copy is available at https://en.wikipedia.org/wiki/Hands_Like_Houses. There are a lot of photographs available on Google Images as well as their blog http://blog.handslikehouses.net/.

Audience
This is an informational site that should be accessible to demographics across the board. While it may appeal more to musicians or fans of this particular genre, it should still be approachable to people who may not know anything about them.

Message
The focus should really be on their music and their music production. The website should be a reflection of their music, emulating their style a bit while educating people on the music itself as well.

Tone
The tone should be creative and a little whimsical while still being informative and inviting. Again, I want to really portray the tone of their music through the site.

Visual Style
I think the visual style should be grunge meets ethereal. I'm thinking a little cosmic in a way, dark yet with some bright colors as well. The band's album art does a good job of capturing this essence, so included are images of each album.

HANDS LIKE HOUSES
unimagine

HANDS LIKE HOUSES

DISSONANTS

HANDS LIKE HOUSES
GROUND DWELLER

HANDS LIKE HOUSES
reimagine