

Creative Brief

Project Title: The Beatles Microsite

- Project Overview

- The goal of my website is to provide information about the Beatles as well as depict their importance and influence on culture in America and globally.

- Resources

- The copy will come from https://en.wikipedia.org/wiki/The_Beatles, with possible supplemental information from the members' individual wikipedia pages. Images can be sourced from google images, as well as news sites and archive sites like New York Times, JStor, and Time. All should be very high resolution.

- Audience

- The audience is really anyone with a computer and an interest in music. The Beatles had/have fans across all generations, countries, and genders. I would like to keep it professional and easy to navigate as it will be reviewed by professors and possibly future employers.

- Message

- I'd like to emphasize their far reaching success and great influence in the music world and global society. I want people who weren't alive during their time to be able to get a sense of just how massive Beatlemania was.

- Tone

- I think the tone should be one of awe and inspiration. I want people to feel the excitement of the Beatles.

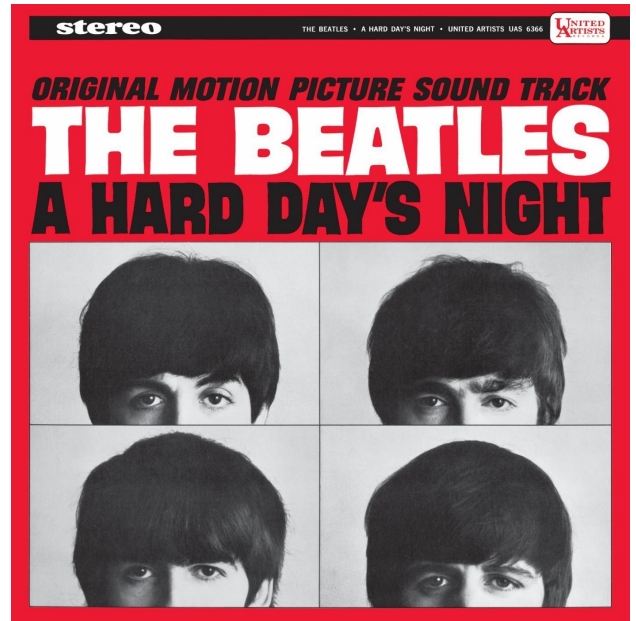
- Visual Style

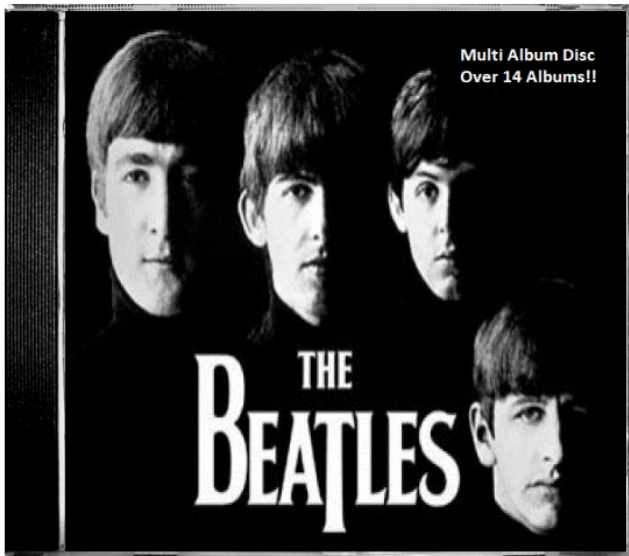
- I'm thinking a fairly monotone color scheme. Most iconic photos of the Beatles are in black and white and I want to use that to our advantage. I think using black and white with well placed and effective use of red and possibly yellow. My favorite Beatles CD growing up was "1," which contains their 40 greatest hits. I love this aesthetic and I think it is iconic to the Beatles especially today. I also think the cover of "A Hard Day's Night" could serve as good inspiration. I'm open to exploring this visual identities in different ways. Maybe the background is red, with yellow titles.

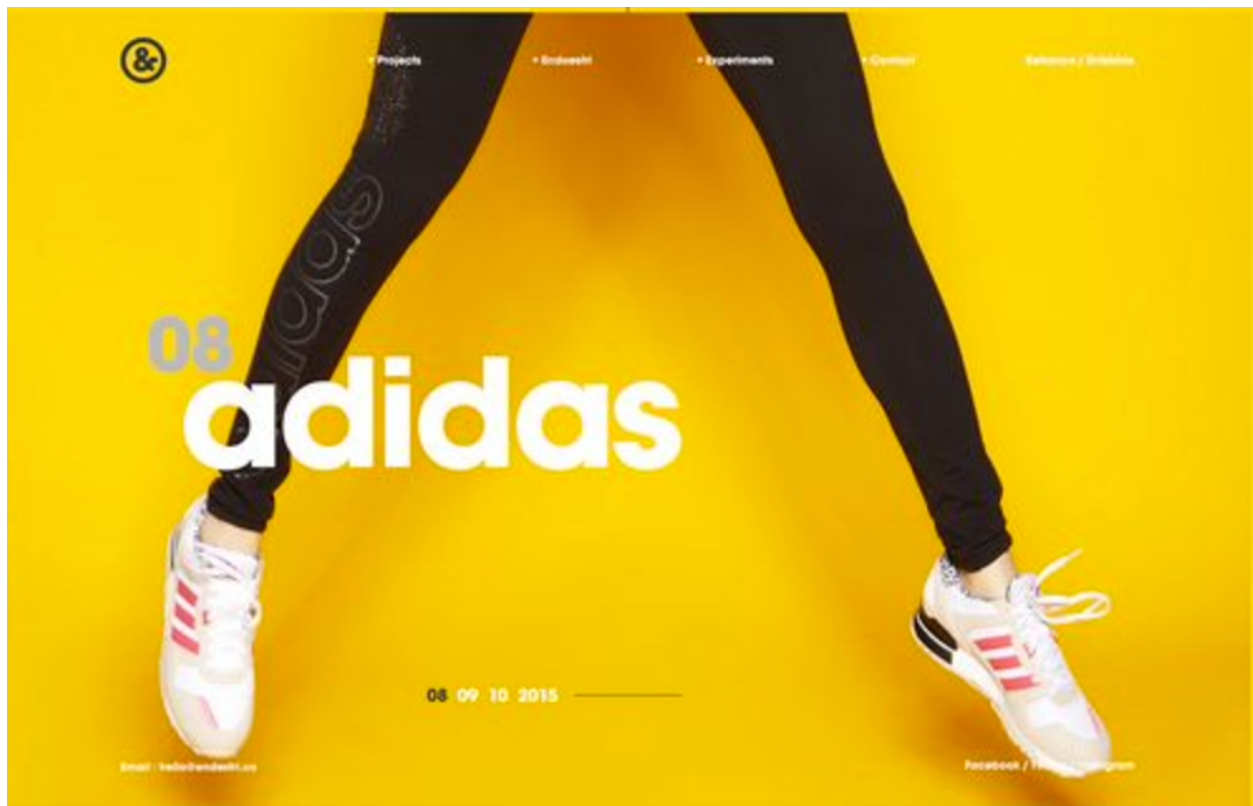
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Maybe it's black and white with powerful red accents.

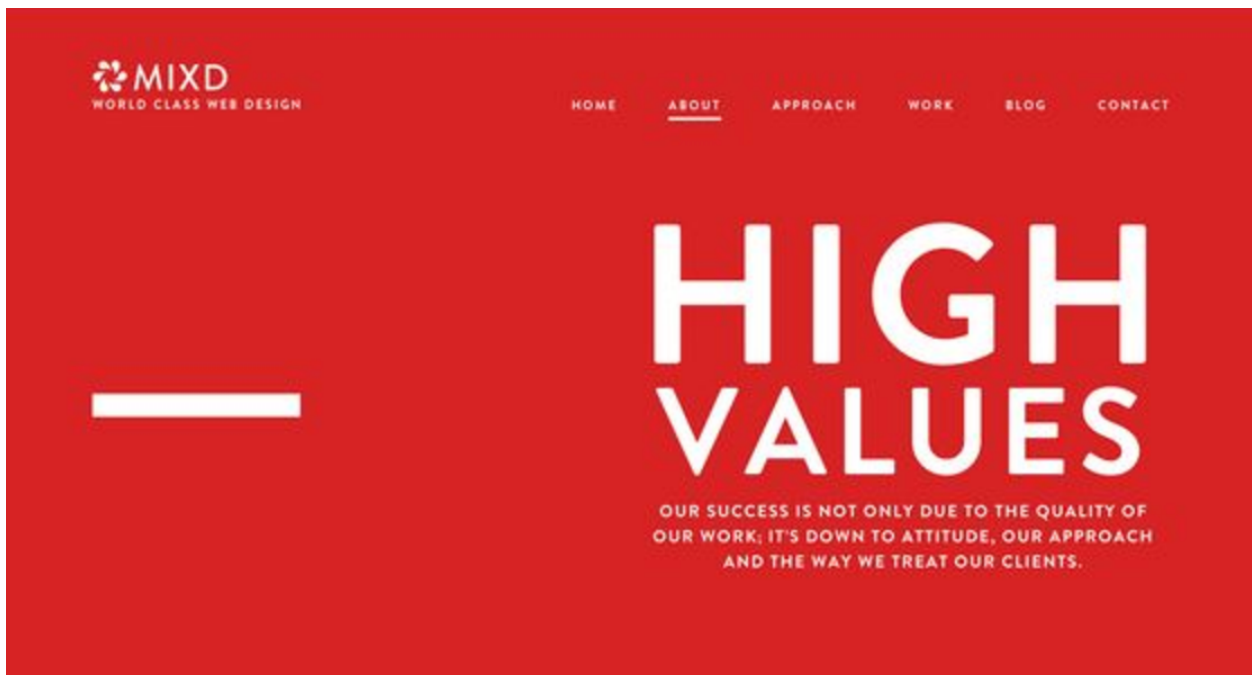
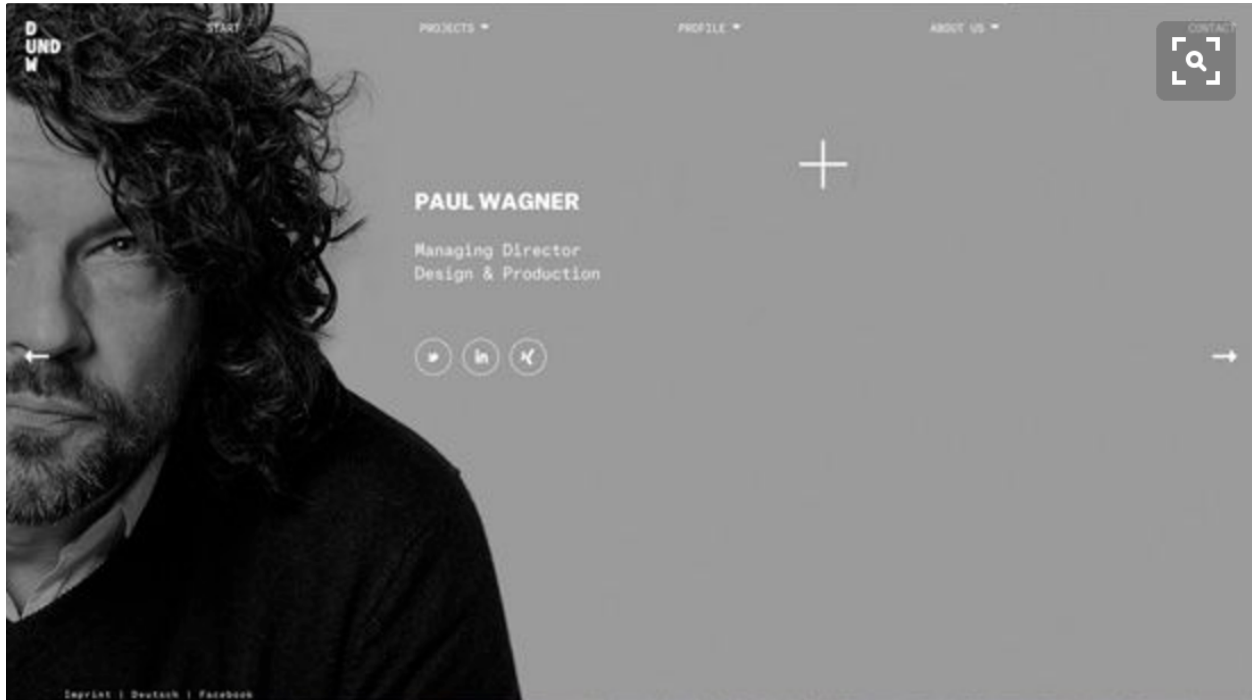
Overall, the website should be modern and simple, using negative space effectively and focusing on graphic use of bold color and imagery. I want it very open, not blocky. The pages should flow easily from one to another, as if it were an art book or magazine feature. I've included some inspiration images below.







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A QUARTERLY DIGEST ON THE MEN IN THIS TOWN

MARCH 2015

MITT

