

## Creative Brief

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### Project Title: Warped Tour Website

- Project Overview
  - The goal of my website is to be informational and maybe introduce the concept of Warped Tour to people who have never heard of it before. It could be a good first place to look for people who are planning on going but have never been before,
- Resources
  - [https://en.wikipedia.org/wiki/Warped\\_Tour](https://en.wikipedia.org/wiki/Warped_Tour)
  - There's a lot of pictures on the Wikipedia page, but if you needed more, I'm sure you could google any of the bands it mentions and find something.
- Audience
  - Anyone who looks at my portfolio. Generally speaking, the kinds of people who would actually look at the site out of interest would probably be people between 15 and late 20's, people who would be attending or have attended recently. I don't think way older or younger people would be reading it.
- Message
  - I'd like to emphasize how the types of music have changed over time but that Warped remains one of the most relevant events where kids/young adults come together and unite over great (or terrible, depends on who you ask) music for one day every year.
- Tone
  - The tone should be more or less neutral. I don't particularly think Warped Tour is a controversial topic or anything. While the wording doesn't have to be immature, it certainly isn't trying to preach to a refined audience.
- Visual style
  - I think the colors should match the Warped logo
  - You could take inspiration from flyers of the tour
  - As far as the layout goes, I'm a fan of minimalist layout without a lot of extra flowery stuff. I like generous padding and margins that gives the text a lot of space.
  - Maybe use images of crowds as backgrounds behind the text (which would be in boxes or something) so there's something to look at in the background.



# DATES ANNOUNCED

[VANSWARPEDTOUR.COM](http://VANSWARPEDTOUR.COM)  
 LINEUP ANNOUNCE AND TICKETS ON SALE THIS MARCH



PHOTO: ASHLEY OSBORN

6.24 DALLAS, TX	7.10 HARTFORD, CT	7.27 ST. LOUIS, MO
6.25 HOUSTON, TX	7.11 SCRANTON, PA	7.28 KANSAS CITY, KS
6.26 SAN ANTONIO, TX	7.13 BOSTON, MA	7.30 SALT LAKE CITY, UT
6.27 NEW ORLEANS, LA	7.14 BUFFALO, NY	7.31 DENVER, CO
6.29 NASHVILLE, TN	7.15 PITTSBURGH, PA	8.1 ALBUQUERQUE, NM
6.30 ATLANTA, GA	7.16 COLUMBIA, MD	8.2 PHOENIX, AZ
7.1 ST. PETERSBURG, FL	7.17 HOLMDEL, NJ	8.5 SAN DIEGO, CA
7.2 ORLANDO, FL	7.19 INDIANAPOLIS, IN	8.6 SAN FRANCISCO, CA
7.3 WEST PALM BEACH, FL	7.20 CLEVELAND, OH	8.7 LOS ANGELES, CA
7.5 CHARLOTTE, NC	7.21 CINCINNATI, OH	8.9 LAS VEGAS, NV
7.6 VIRGINIA BEACH, VA	7.22 DETROIT, MI	8.11 BOISE, ID
7.7 SYRACUSE, NY	7.23 CHICAGO, IL	8.12 SEATTLE, WA
7.8 PHILADELPHIA, PA	7.24 MINNEAPOLIS, MN	8.13 PORTLAND, OR
7.9 NEW YORK, NY	7.26 MILWAUKEE, WI	

