

Project Proposal [Young Creative]

Target group: Young adults

Specific sub target group: Creative young adults with interest about the history of their hobby.

Because they are interest in seeing how people used to express their creativity in the many ways that exist. From painting to music, drawings to sculptures.

Characteristics of the target group:

- Young adults
- Creative
- Interested in the history (of arts)

Subject: *Museums in Haarlem*

Because I am a creative person myself. I've been enjoying drawing, painting and photography for many years now and I feel like there is not enough recognition for museums in general.

Objectives of the website:

- Give museums the recognition they deserve
- Inform people about the things they can discover
- Inspire them to create their own art to share with/inspire others

Questions site is going to answer:

- What's the best museum to go to in order to get inspired for [type of art]?
- Where can I find information about [artist]?
- Where can I find art of [artist]?

Sources (you have used in your research e.g. google maps, an interview with the neighbor, CBS):

https://www.intermediair.nl/personal-finance/salaris/verdien-ik-wel-genoeg-grafisch-vormgever-1-850-euro-bruto-32-uur?utm_referrer=https%3A%2F%2Fwww.google.nl%2F

Persona

Name: Clary Fray

Age: 24

Job: Graphics Designer - €1850 bruto per Month.

About: Clary lives with her fiancé Jace (25) in Haarlem. She's been busy in the art-industry for many years. She enjoys photography, painting, drawing and singing but also occasionally go for a long walk with her fiancé. She likes watching tv shows, such as "The Voice", "Face off" and "Masterchef".

Clary hopes to inspire her future children to make their creativity reality and do something with it to inspire and bring joy to others.

