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Professor Rodriguez

Web Lab

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Creative Brief

Websites used for inspiration:

<https://www.kansasband.com>

<https://brucespringsteen.net>

<https://www.paulmccartney.com>

<https://www.ericclapton.com>

<https://www.eltonjohn.com>

1. Background Summary: The client is me, the product is my artistry, the strengths are my musicianship, the weaknesses are my lack of coding skill and life experience, the opportunities are the potential collaborations, and the threats are bigger websites with more traffic. I’m using my old website as a basis for what kind of information I want in the new one.

  2. Overview: The project is my final assignment for my coding class. I am designing a website to promote my musicianship. I believe that many people could benefit from what I have to offer and there’s a real opportunity for people to get exposed to new sounds.

3. Drivers: The goal is to create a functioning, criteria fulfilling website that is able to help promote my music. In that I am trying to not only fulfill the conditions of the assignment, but attract web traffic. The purpose of this work is to create an updated website. The top three objectives are a) to include all the required elements, b) for the website to work and c) for people to locate it.

 4. Audience: The audience is anybody who might be interested in my services. As of now they don’t know me, but I believe I can contribute to their creative endeavors.

  5. Competitors: My competition is all the other music and otherwise websites. It’s not so much what they are telling the audience, but what. The Strengths of those websites is capital, and better skill at design and the ability to update the website frequently. The weaknesses of those websites are they aren’t always very approachable. The opportunities of them are they easy to access information, and the threats are the lack of web traffic. The main differentiator is skill. I am a bad coder, whereas they likely have hired an excellent web designer.

 6. Tone: I should be very open ended and state the facts without embellishing too much. Smooth but direct.

7. Message: I am trying to say that I am taking my career seriously. It’s an ongoing process to describe exactly what I want to convey. But they key thing I want audiences to take away, is that I can offer them something.

 8. Visuals: We are using existing images.

9. Details: Information must be included about my background and resume? I’m including this and the wireframes as deliverables but I don’t have any preconceived ideas or format parameters. The limitation is my lack of coding skill and my restriction is time. I have to get this project in my dec 5th or 6th, so I need to have at least part of it done over thanksgiving break. And I have no budget.

10. People: I am reporting to Professor Rodriguez who in conjunction with the communications department is approving the work. Nobody needs to know the full process, but Professor Rodriguez said to reach out via Teams if I was confused.