

Creative Brief

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Project Title: Daniel Caesar

1. Project Overview
 - a. The intent of my website is to provide a general introduction to the music artist Daniel Caesar. Viewers should have a better understanding on the kind of music he makes and the music he has made so far
2. Resources
 - a. The source I used: https://en.wikipedia.org/wiki/Daniel_Caesar. I will also be using some photos of Daniel Caesar himself and his album covers.
3. Audience
 - a. My main audience will be the IF instructors and my classmates. Beyond this class, my website will be intended for anyone that is either already a fan or is interested in learning more about his music. This is a very broad demographic, but I expect it will cater mostly towards people ages 16-35, as Caesar is a relatively newer artist (debut album in 2017).
4. Message
 - a. I want viewers to walk away with a clear image of the kind of music Daniel Caesar creates. His music is soulful, introspective, melancholic, and if the user is interested in listening to his music, they should get a clear idea of this from the website.
5. Tone
 - a. The tone should reflect the kind of music he makes: chill, subdued, mellow. The tone won't really be professional, but more so informative for those that may not already be as familiar with the artist.
6. Visual Style
 - a. I am aiming to use Daniel Caesar's album covers as inspiration for the visual elements of my website. He uses a lot of blues, blacks, and whites, and so I intend on sticking to these colors, unless I use some outside photography of Daniel Caesar himself or any other relevant images.



