# **Creative Brief: Website Proposal**

**Designer:** Nemesio Flores

**Website for:** Frank Filt

## **01. Who are they and what do they do?**

Frank Filt, Frank Filt is an entertainer. He makes music and has a show on YouTube, he has 2 million subscribers and has recently been blowing up in the music industry.

## **02. What is the scope of the project?**

This project is to give Frank a hub for all of his projects. Also it'll be the place to shop for his future merch and event information.

**03. Who’s their audience or target market?**

The target audience is people ages 16-whatever. Frank's videos are very vulgar and really out there but his music can be enjoyed by many. There is something for everyone.

## **04. Who’s their competition?**

The competition is every other artist/entertainer in the world.

## **05. What tone or image do they need to portray?**

Frank needs to portray a young, fun loving image. Also he needs to show that he's emotional while simultaneously creating vulgar content. Most importantly he has to portray a sense of maturity while maintaining a goofy image.

## **06. What is their ultimate goal and how will they measure it?**

The ultimate goal is to create and spread his creations all over. Also he just wants to entertain people of all ages. He will measure his success by the amount of hits he gets and soon by how many people buy his merch and albums.

## **09. *[optional]*: What previous design and marketing materials have they used? What resources currently existing?**

He handed out flyers.

## **Content List**

[Use this area to list all the pages of your website, including which page will include a list of items that lead to individual details pages.]

1- HOME PAGE –

a. Banner/picture

b. Recent activity

c. Shop now options

2- Merch-

1. clothing

-shirts,hats,etc

1. Albums
2. -like 2 albums
3. Posters

3- Events

1. Future
2. Past

-

4 social

1. Facebook-link to facebookpage
2. Snacpchat-link to snapchat
3. Twitter-link to twitter page
4. Instagram-link to instagram page