**Creative Brief: Website Proposal**  
**Designer**: Yunming Wang  
**Website for**: [Your Client, who has hired you to make this site?] *Example: “Restaurant: Spaghetti Monster”*TV show: I am a singer**01.** **Who are they and what do they do?**[Who is the client who has hired you to make this site?]  
*Example: “Spaghetti Monster” is an Italian restaurant based in Chicago. It is family-owned and operated and was founded by Giusseppi Alfredissimo in 1954.*

“I am a singer” is a reality tv show in China, this show is to invite talented and well-known singers to perform for a selected audience, who vote for their favourites. The singer with the fewest votes is eliminated and another singer joins the competition the following week.

**02.** **What is the scope of the project?**  
This will be a three-page website that includes a description of the client.  
  
   
  
**03.** **Who’s their audience or target market?**  
[Who is the client trying to reach with this site? The answer is not “everyone.” Who is the ideal customer or audience?]  
  
*Example: Classic Chicago Cross-fit Fans who are carb-loading. Because it is family-owned, the target market also includes affordable cuisine for families.*  
 People who love to listen different types of music,   
  
**04. Who’s their competition?**  
[Describe the client’s competition. What makes this client and their content different from what’s out there already?]  
  
*Example: Other restaurants in the neighborhood, seamless deliveries, home-cooking. Spaghetti monster unlike its competition, flies in their ingredients directly from southern Italy. They maintain affordable costs while keeping their ingredients fresh. And they’re atmosphere is friendly and inviting.*  
Other singing tv shows are focus on the singers that are not professional, and only have 3-4 judges to make final decision. “I am a singer” is different from its competition, they only invite professional singer and the judges are audience, so the competition is fair.

**05.** **What tone or image do they need to portray?**  
[Describe the tone, image, personality that the client is hoping to portray with this site. You are describing the client’s brand. Use at least four to six adjectives to describe the tone or image the client is looking for in this website].  
  
*Example: Spaghetti Monster appeals to two crowds: families and athletes. So they need to be friendly for children while also maintaining a fun edge. Some adjectives to describe Spaghetti Monster are: hearty, fun, fresh, colorful, healthy, competitive.*

“I am a singer” is a competition between professional singers, some adjectives to describe the show are: professional, attractive, popular, powerful.

**06.** **What is their ultimate goal and how will they measure it?**  
[Why does the client need this site? Describe what the client’s goal is in designing this site]  
  
*Example: Spaghetti Monster wants more customers that are regulars. They will measure this using their sales and they will compare sales across each day of the week.*

“I am a singer” wants more people to watch this tv show. They will introduce basic information and achievements of the singer.  
**07.** ***[optional****]***: What previous design and marketing materials have they used? What resources currently exist?**  
[If you have any resources, links assets already, you can list them here so you have them all in one place.]  
  
   
  
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. Introduction of “I am a singer”  
b. Competition rules

2- Singers

a. Professional Singer list

b. Intro of the singers

3- Seasons

a. List of seasons

b. List of winners   
  
[EXAMPLE, for “SPAGHETTI MONSTER”]  
  
1- HOME PAGE –  
a. About text about the founding of the restaurant  
b. Location of the restaurant  
c. Hours  
d. MENU  
2- IMAGE GALLERY & REVIEWS - Images of the restaurant that are lively  
3- EVENTS – List of 4 events  
a. Spaghetti Eating Contest [date] [w/ detail page]  
b. Family Entertainment Night! [date] [w/ details page]  
c. PRIVATE EVENT: Josh’s birthday party [date] [w/ details page]  
d. Monthly Guest Chef from Italy: Featuring \_\_\_\_\_\_ [date] [w/ details page]  
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