

# Creative Brief

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## 1. Project Overview

The goal of my website is for educational purposes, I want to teach people about the evolution of hip hop as a music genre and a culture. I want it to have a strong emphasis on the major artists and their sonic aesthetics and innovations. I want this to be as interactive as possible and I want people to feel as if they are moving through time with the pages.

## 2. Resources

Copy is available on the following websites : [https://en.wikipedia.org/wiki/Hip\\_hop\\_music](https://en.wikipedia.org/wiki/Hip_hop_music)  
[https://hiphopdx.com/editorials/id.2844/title.the-25-most-important-albums-of-the-decade-so-far# \(for Present / 2010s Page\)](https://hiphopdx.com/editorials/id.2844/title.the-25-most-important-albums-of-the-decade-so-far#(for+Present+%2F+2010s+Page)) and images can be found on google images as well as in the file provided.

## 3. Audience

The audience is generally anyone who wants to learn about hip hop from ages about 15 and up. This will be a part of my portfolio so my instructors will see and review it. Prospective employers will see it as well.

## 4. Message

I want the message to be on the changes in hip hop over time and the individuals who made them happen. Hip Hop constantly reinvents itself with new and old/ reused material, and there is a clear lineage of influential hip hop artists.

## 5. Tone

The tone of this should be exciting and educational, I want to convey the cultural attitude about hip hop and its importance in a light hearted but informational way.

## 6. Visually

I want the page to hold an overall visual theme but as the viewer travels through the different eras I want them to feel as if they are traveling through time. I am thinking about a solid white background with graffiti at the bottom of the page or different elements that relate to the topic at hand on the side or either possible using patterning in some way. I want it to look very clean but also have a strong visual language and imagery that ties directly to hip hop. I am attaching jpgs of possible inspiration.

