

ANDREW TAM

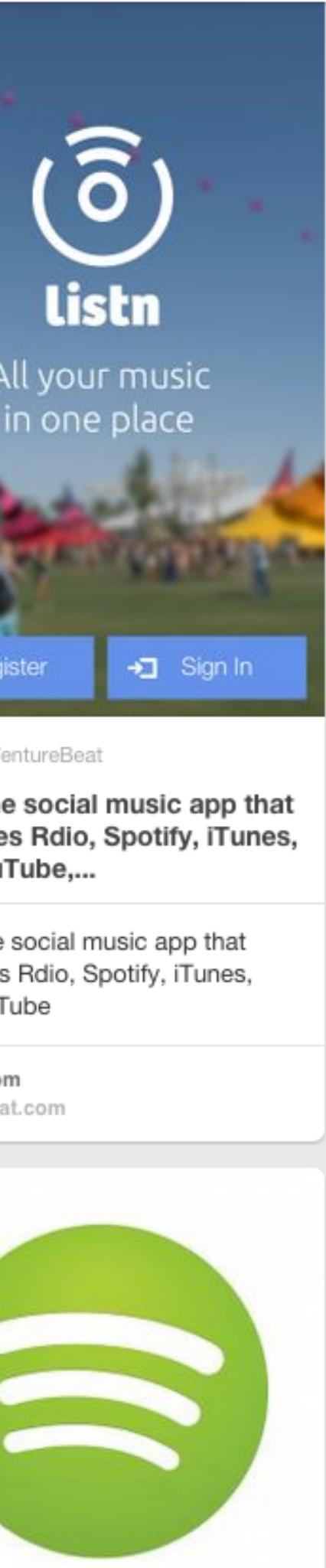
BEAT.BOX

# PROJECT OBJECTIVE

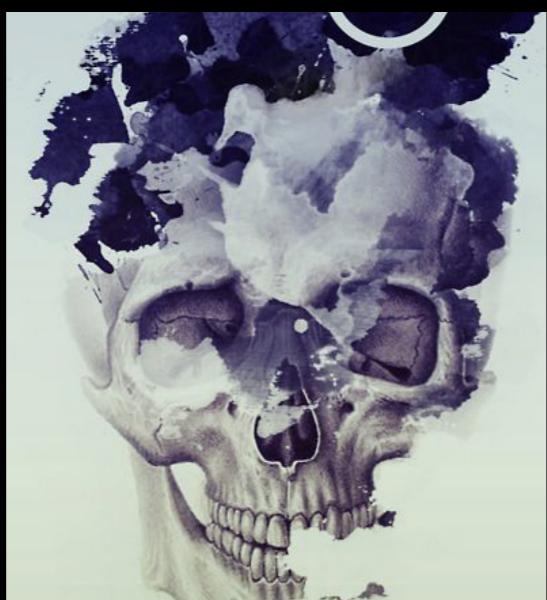
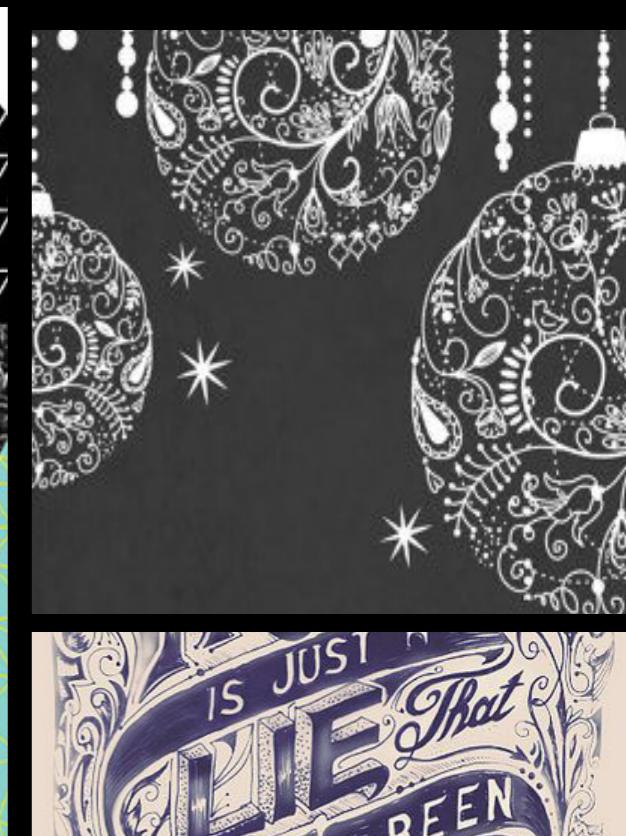
- To establish beat.box as the easy-to-use, go-to site for music discovery targeted towards young men & women.

# DESIGN STRATEGY

- Should be intuitive, mobile-ready and tailor-made for music explorers. Design should be hip, professional and cutting-edge.



# MOODBOARD - MAXIMALISM/ORNATE



# MOODBOARD - MINIMALISM/MODERN

