

Creative Brief

Bianca Calvillo

10/28/25

Project Title: Ritchie Valens Website

Project Overview

The goal of my website is to give general information on Ritchie Valens and represent his influence on the music world.

Resources

Much of the content will come from the [wikipedia article](#), but I would like to reference outside sources such as interviews or articles to bring in more visual source material. I think that <https://www.ritchievalens.com/ritchie-valens-scrapbook.html> would be a good reference.

Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. This website would be great for anyone interested in music history.

Message

I would like to focus on the musical and cultural legacy of Ritchie Valens and his role in being one of the founders of Chicano rock. He had such a short career due to the accident, but his influence still stands strong as he is widely considered the first Mexican-American rockstar.

Tone

I think that the tone of the site would be historic but also playful. I'd like it to feel like a celebration of Ritchie Valens' life.

Visual Style

I want to reference popular music poster iconography of the late 50's; think of bright colors, bold typefaces, and shape based imagery. Since many of the images I will be using will be in grayscale, I might color them to fit the site palette. I'll be sticking to a simple palette with one or two bright colors, black, and an off-white/beige. It might be cool to play with risography textures.



ABOUT ME PORTFOLIO **JJD** MY BLOG CONTACT ME

RETRO

OLD STYLE PORTFOLIO

VINTAGE RETRO

Come and see my style of web development applying old web design temporal incident station of status magna aliquip.

“ HELLO, I AM JOHN DOE.
WELCOME TO RETRO, MY ONE-PAGE XHTML SITE! ”

ABOUT ME

Pasquale Vistocco was born on May 5 1982 in Cimbrone di Montebello (Italy). After High School he moved to America (USA) and graduated in Film and Video Production in 2005 and in Communications Studies in 2006 with honours. From 2006 to 2009 he worked in video post-production, for independent projects and in Italian film industry.

MOVIES WHAT I WATCH MUSIC WHAT I LISTEN TEXT WHAT I READ PHOTO WHAT I SHOOT

Tommy

ENJOY OUR COMPANY
FOR THE DESIGN & PRODUCTION OF ALL MANNER OF DIGITAL CREATIVE

SECOND FLOOR, 104 CHURCH STREET, CINNABON N.Y.C.

HOME WORK NEWS CLIENTS CONTACT

HELLO THERE

WELCOME TO TOMMY
THE DIGITAL CREATIVE AGENCY

AT THE TIME OF WRITING, TOMMY IS OVER
43 MILLION
SECONDS OLD

WE WORK WITH AGENCIES
BRANDS, COMPANIES AND
INDIVIDUALS

WE LOVE
OUR WORK, OUR OFFICE
SMART IDEAS AND BEING PLAYFUL.

BETWEEN US, WE'VE WORKED ON OVER
100
TOP 10 BOX OFFICE MOVIES

BRANDED AN ETHICAL
SUPERMARKET

The Best in Visual Design
Tommy Nominated for Webby Award

READ MORE

Taking Search to the Streets
Google Live Advent Calendar

A Tall Story
Mission: Impossible Ghost Protocol

READ MORE

READ MORE

OUR TWO CENTS
THINGS WE'VE THOUGHT, FOUND OR MADE

DECEMBER 15, 1958

THE BILLBOARD

42

In 1959...

RECORD
SONG
ARTIST

DONNA
"LA BAMBA"

RITCHIE VALENS

DEL-Fi #4110

Personnel Management
KEENE ENTERPRISES
1610 N. Alvarado, Hollywood 28, Calif.



has that poster vibe