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## 1. Proposed 4 Page Web Site Topic

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| My website will be about the Early Life, albums, cultural impact and the future of recording artist Frank Ocean.  My objective is to educate our generation about Frank because he has been incredibly secretive, and has close to no online presence and most people don’t know about him outside of streaming his music on Spotify and YouTube.  The target audience will be 18-30 year olds, and people who listen to R&B. This is the demographic that most consistently streams Frank Ocean’s music the most on websites like Spotify, Apple Music and YouTube. |

## 2. Proposed Design

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| Website Logo: first letter taken from the company logo from Frank’s blonded fashion line, “b”,  coloured pink.  Navigation: From the home page, there will be 4 boxes that will lead to a page talking about each  Topic and an image to click on, e.g. for albums there will be a box with an image of one  of Frank’s albums and the text “albums”.  There will be navigation buttons at the top of the page with a link to each page on the  Website, e.g. Home | Early Life | Albums | Cultural Impact | The Future | Gallery  Colours: The background of the website will be white but have images full size to the window  overlaid by text. I want to go for the aesthetic of Frank’s most recent albums, Blonde,  and Endless, with bright contrasting colours set to white backdrops.  Sources: I’ll be using public domain images from websites like getty images and sourcing from  news articles and interviews with Frank. |

## 3. Proposed Design of each page content

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| [Short description of the website content of each page, colours, text font types etc and sources]  Home Page: A full size image as the background with an image of frank. Scrolling down reveals text  in Helvetica Neue (bold), talking about the significance of the website and directions on  how to navigate.    There will be 4 images below this text, which link to the other pages with text overlaid on  the images with the title of each page.  Early Life: Full size Image of frank from a young age at top of page, with an article talking about  how he got his start in the music industry Helvetica Neue (bold).  Albums: Full size image of one of Frank’s albums, and talking about the different stages in his  career from each album and the cultural impact each one had Helvetica Neue (bold).  Future: Image of Frank from one of the recent listening parties he had for a new single, talking  about his resurfacing after going quiet on social media the last 4 years and plans for  new album.  Gallery: A collage of images I found while researching that I liked and wanted to include. Site Map: |

## 4. Rough sketch of website home page

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| A quick prototype home page in photoshop. |