**Creative Brief: Website Proposal**

**Designer:** Dawn Joseph

**Website for:** Conde Nast Publications based in New York.

**1. Who are they and what do they do?**

### Conde Nast is a magazine publication and a premier media company renowned for producing the highest quality content for the world's most influential audiences.

### 2. What is the scope of the project?

### The scope of the project is to create a three-page website on a young influential person they have featured on their magazines over the last year. The website will be about Yara Shahidi and her activism work with other young people. The website will be a promotion of the latest cover.

### 3. Who’s is their audience or target market?

### The client is trying to reach everyone but specifically young men and women who is the future generation.

### 4. Who is their competition?

### Conde Nast competition is other magazine publications who is selling magazine but conde nast is using a different approach to reaching their target audience which is through the web promotions.

### 5. What tone or image do they have to portray?

### Conde Nast is a publication that’s informative, colorful, stylish, bold, fun, professional, current, contemporary, and influential.

### 6. What is their goal and how will they measure it?

### The goal of this website is to promote a new magazine they are launching gear toward young people who is the future activist of change in our society, while promoting that person life’s work.

### Content List:

1. HOME PAGE –
   1. About Yara Shahidi
   2. Latest magazine introduction
2. IMAGES and Features - Images and features about Yara work
3. EVENTS –
   1. What is Yara doing now.
   2. What is her Future plans?
   3. How is she changing society and influencing others?