Creative Brief

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03/25/2025

Project Title: Kelela Website

1. **Project Overview:** My goal for this website is honestly just to show how cool Kelela is and how big of a discography she has—which I guess makes this website informational, huh?

2. **Resources:** Copy is available at https://en.wikipedia.org/wiki/Kelela. The page also provides other Wikipedia pages with photos of album/single covers. There aren't many photos of Kelela herself, though, so I'll have to use Google Images.

3. **Audience:** I want for the website to draw in those interested in the genres that Kelela dabbles in (i.e. Electronic, RnB, Hip-Hop, etc.)

4. **Message:** I'd like for this website to focus on the breadth of Kelela's work and the number of people that she's collaborated with. I feel like this would be a good way to express how amazing of an artist she is.

5. **Tone:** I want the tone to be fun yet moving since my experience with Kelela's music has been just that.

6. **Visual Style:** As I mentioned in my content brief, I want for this website to feel like the viewer is flipping through a vinyl store / CD collection and for pages to transition horizontally. Another idea I have is to make the website techno-inspired since Kelela makes electronic RnB.