Creative Brief

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Project title: Alexandria Ocasio-Cortez Microsite

1. Project Overview

The goal of this project is to be an informational website that tells the story of Alexandria Ocasio Cortez. I want it to be clear and strait forward, without losing interest and becoming bland. Alexandria is a different kind of politician, and I want this website to reflect her grit, enthusiasm and progressive nature.

2. Resources

You can find most of the content you will need at her Wikipedia page https://en.wikipedia.org/wiki/Alexandria_Ocasio-Cortez

There are many other great images that can be sourced from google, I'd advise to do some more image sourcing, as I don't think all the ones on the Wikipedia page are very compelling.

Also, to get a better feel of her spirit and her political platform, this video (her campaign video) is a great resource https://www.youtube.com/watch?v=rq3QXIVR0bs

Here is her campaign website for visual inspiration https://ocasio2018.com/splash

3. Audience

This website intentions are informational only. I would love this to be able to into my portfolio at the end of the semester, therefore it will be seen by professors. General audience demographic ages 18-60yrs.

4. Message

I'd like the message of this website to be a biography of sorts, that still has some calls to action. Focusing on how she created history as the youngest female congresswoman elected. I would love the site to convey her political platform and what she believes in.

5. Tone

I hope the tone of the site can mirror Alexandria's personality. She is a serious politician, but she's also young and a fresh face to the political world. The site should be energetic, but not childish. Alexandria has grit and is thoughtful, but she's also likeable and approachable. I hope the site can strike a balance and find a tone that melds and reflects these traits.

6. Visual Style

I'm envisioning some blue that represents the fact that she is part of the democratic political party. Her personal campaign brand is a nice deep purple, which I could see possibly being incorporated. I can imagine maybe some duo-tone images of her. I definitely see san-serif, bold, typefaces that give the tone of modernity. Visual style should be clean, colorful, and striking!