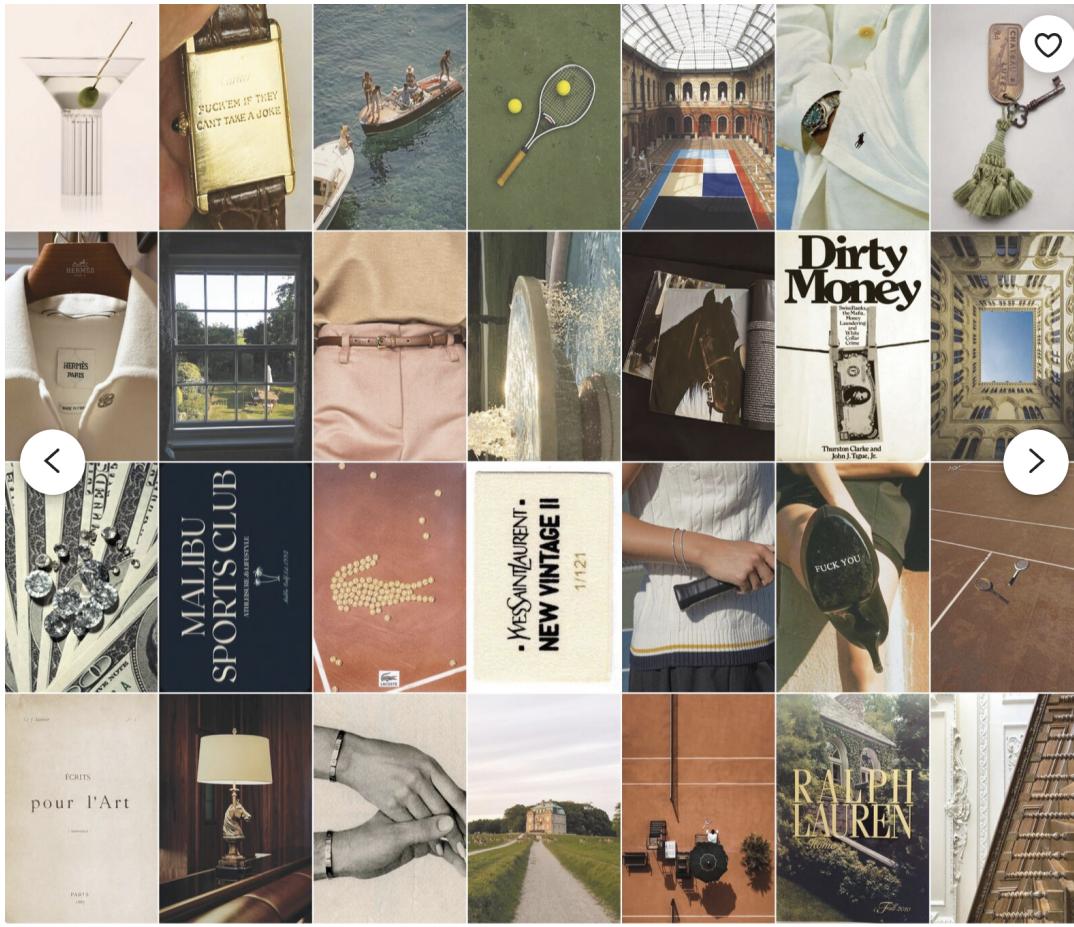


# Creative Brief

Hannah Holzer  
10/30/2023

## Project Title: Lana Del Rey Website

1. **Project Overview:** My website aims to offer a comprehensive understanding of Lana Del Rey, exploring her background, discussing her discography, and delving into the deeper meanings behind her lyrics. Unlike websites such as Wikipedia, which often lack this lyrical analysis, I will draw inspiration from platforms like Genius, where such insights are included.
2. **Resources:** Copy is available at [https://en.wikipedia.org/wiki/Lana\\_Del\\_Rey](https://en.wikipedia.org/wiki/Lana_Del_Rey) to draw information about early life/career beginnings and some basic discography information. I also plan to highlight certain songs from each album using the information provided at <https://genius.com/artists/Lana-del-rey>.
3. **Audience:** This is a strictly informational website. My audience will include the Interaction Foundations professors and some of my classmates. It is possible that future employers will also view this, so the tone still needs to be somewhat professional. It is not likely that anyone under the age of 20 will view this site.
4. **Message:** I want my project to center around Lana Del Rey's early life, showcasing her humble beginnings. I also aim to delve into her multifaceted musical influences and explore the references within her songs. Moreover, I'd like to emphasize her exceptional lyricism as a key focal point.
5. **Tone:** The tone for this project should be one of admiration and inspiration. It's essential to underscore the depth of thought that Lana Del Rey invests in her songs and the meticulousness behind her lyrical choices.
6. **Visual Style:** All of Lana del Rey's albums have a very different visual style, but a common motif present in many of her songs is the representation of the American dream and the timeless allure of old-money aesthetics. I may want to do a black-and-white theme to keep it simple with a contrast of dark blue or green. Below are some other preliminary ideas.



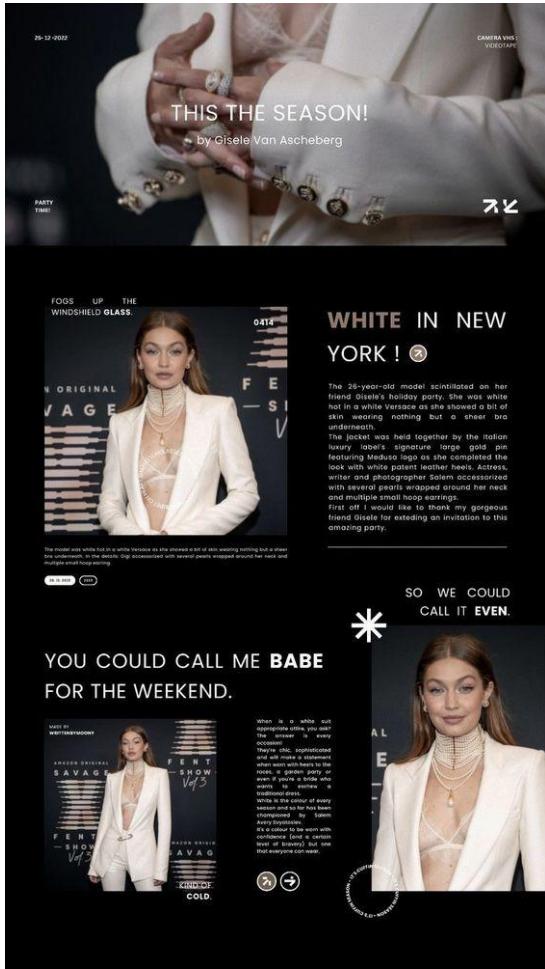
The typefaces used for “Ralph Lauren” and “Malibu Sports Club” are what I envision for the headings.



I also enjoy the collage-type style used in this image. Incorporating this into the site somehow would be great.



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I like the simple color palette of this design and the use of icons around images.



— Pineapple Hustlers —

**WE DO**

Pineapple Hustlers Productions is a development and production company committed to elevating business women's voices across all platforms and formats.

Founded by Sara Fitzpatrick and Vanessa Malahn, Pineapple Hustlers is on a mission to tell cultural stories with women entrepreneurs at the center - giving permission for diverse voices to be part of the conversation.

MEET THE FOUNDERS

This would be a super cool way to start the Introduction: a large photo of Lana del Rey with a heading that says something like, "This is Lana Del Rey"