

Creative Brief

Jamie Xu

3/28/2023

Project Title: The Life and Music of Brahms

1. Project Overview

The website's goal is to provide information as to the life of Brahms including his life and upbringing alongside his music.

2. Resources

Most information is available on the Brahms' Wikipedia page.

https://en.wikipedia.org/wiki/Johannes_Brahms

There are also photos on Google Images.

3. Audience

My audience will be anyone who is interested in classical music, composers, or the biographies of influential artists.

4. Message

I'd like to focus on giving a thorough biography of Brahms' life. The message is informative and there will be a heavy focus on his personal life.

5. Tone

The tone is serious and informative. I picture lots of deep browns but a whimsical font. I want to convey both Brahms' personal struggles and his virtuosity in music.

6. Visual Style

I want dark academic, romantic, whimsical, but serious. Definitely a serif font for bold headings. Smooth and high contrast animations. Sleek material coming in from left and right.

"ITC Caslon No 224" - 900 - font

The Life and Music

