**CREATIVE BRIEF**

This project is intended to design a crisp and professional website for musician Joseph Chica. The website is intended to bring public interest to Mr. Chica’s original compositions, as well as his life story and background. The will also serve as an axillary revenue stream for the client. Through the integration of original musical works, the presentation of sheet music, and the publication of upcoming events, we will work to increase the relevance of his music. Our goal is to have the music at the forefront of the website; to showcase Mr. Chica’s talent so as to catch the website visitors attention immediately. As a classical musician, we understand that Mr. Chica target demographic is primarily middle aged, higher income adults. As a result, we will conduct add campaigns that will expose our newly crafted website to said populations. Our competitors are primarily other musicians. In a market saturated with talent, differentiation is essential. Our intention is to emphasize the unique situation that Mr. Chica has overcome; his blindness. Emphasizing his struggles will gives us an emotional connection to the viewer that will ideally create repeat website viewers. We have a strong story and a decent pre-existing fan base that will give us a great opportunity to grow. We may have difficulty with the sheer size and competitiveness within the market, especially with our minimal amount of musical content. Our greatest threat exists with other musicians. If we can collaborate with other musicians within the website we may be able to turn our threats into strengths.