

# **– CREATIVE BRIEF –**

## Portfolio Website: *Jullian Rives Music*

This project is essentially a compiled digital portfolio that showcases a portion of my collective skillsets and experience, with specific reference to the music industry. This project will not only be for me as a means to consolidate the projects and work I have done to reflect and improve upon, but it will also serve as a digital portfolio/resume to submit to potential future employers so they may see tangible evidence that reinforces and substantiates my claimed skill sets. The goal of this project will be to eventually launch this website as my legitimate and bona fide personal website with a proper domain name, all with the future prospects of soliciting goods and services (sheet music, recording services, recorded original music/samples/loops for purchase, private lessons, etc.) from it as a professional medium to actualize my music business. Competitors would likely include other freelance musicians who seek to remain in the freelance niche of the music industry by becoming increasingly more multifaceted through acquiring diverse skillsets, but worry not, for I plan to keep up and surpass these competitors through time and hard work. As the website currently is, it has been sectioned into five main pages that each contain their own appropriate information: a home page (brief intro statement, photo gallery, contact info), a media page (audio recordings portfolio playlist and video portfolio), a projects page (PDF's of accomplished technical projects), a transcriptions page (contains PDF drum set transcriptions that I have personally transcribed by ear for sharing and educational purposes), and finally a digital resume page (PDF viewable of current resume for digital display). I have also included an extra "contact" tab in the nav bar that redirections to the contact section at the bottom of the home page so I may be contacted by anyone interested in collaborating or employing me. This concludes my creative brief. Thank you.