

Creative Brief

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Project Title: Kansas City Jazz

1. Project Overview

This microsite aims to spotlight the origins, impact, and enduring relevance of Kansas City style jazz. By delving into its history, distinct style, seminal musicians, and its impact on both past and present culture, the site seeks to inform, engage, and inspire a broader appreciation for jazz. My hope is that I can make this site a blend of modern design and vintage sources, in a way that is more digestible for the modern audience, as a lot of the sites covering jazz history can feel more outdated.

2. Resources

I'm going to be using the text and information primarily from this wikipedia page: https://en.wikipedia.org/wiki/Kansas_City_jazz. I will also be using other historical/informational websites to inform design inspiration: <https://www.rose-island.co/> and <https://www.nyhistory.org/> for example.

3. Audience

I want the audience to not be limited to anyone, and I want my design to reflect that. Often times, jazz is only really studied by those who are already engaged with jazz or history in general. By making this website more communicative, especially on its influence on the modern world, I hope it can shift that narrative.

4. Message

The message I want to give is that Kansas City Jazz is not just a historical style – it's a force that has shaped American music and culture. By revisiting its roots, appreciating its key contributors, and recognizing its lasting influence, we can keep the rhythm alive and inspire a new generation of jazz lovers. Not only that, I want to follow a bit of Vox's story-telling style, and center on specific stories and narrative of this movement, so it feels more cohesive and less of an info dump.

Example: <https://www.vox.com/videos/2018/12/4/18125993/john-coltrane-jazz-explained-improvisation-giant-steps>

5. Tone

Visually engaging, inspiring conversation, maybe I can focus on a story that makes the reader ask more questions about the subject, and where they can find influences of it in their own daily life. I also want it to make the audience feel proud, proud of this as an originally American, a Missourian piece of art form.

6. Visual Style

Warm, vibrant, media-heavy. I want the site to be interactive and engaging, not just text dumps. I will be using vibrant colors combined with a vintage aesthetic, to communicate that past-present idea more too. Specifically I want to use black and white photos juxtaposed with vibrant color accents, reflecting both the history and the lively spirit of jazz. I'll also be using dynamic content such as interactive timelines, multimedia embeds (videos, audios), and infographics.

* notice the color blockiness and mix of vintage photo with geometric design.

