

Creative Brief

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Microsite

Project Title: Grace Kelly Website

1. Project Overview

The goal of this project is generally informational, but to present the life of Grace Kelly as a symbol of both 1950s Hollywood Cinema and as Princess of Monaco. Both of these aspects of her life are luxurious and grandiose. I want imagery that elicits the culture of 1950s Hollywood and 1960s Monaco.

2. Resources

The copy for this project is available at https://en.wikipedia.org/wiki/Grace_Kelly, as well as photographs. There are plenty of Grace Kelly photographs available on Google Images. I suggest using the tools on Google Images to select what you want to be shown only large resolution photos. I can show you how to do this if you are not already familiar.

3. Audience

This is a strictly informational site and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

4. Message

I'd like to focus on the significance of Grace Kelly as both a wildly successful Hollywood actress and an international "it girl" who marries the Prince of Monaco. An actress *and* a princess! This is every little girl's dream (presumptuously). I'd also like to highlight her legacy in terms of fashion and how she served as an international symbol of royalty, luxury, grace and poise. Traces of her style still linger today.

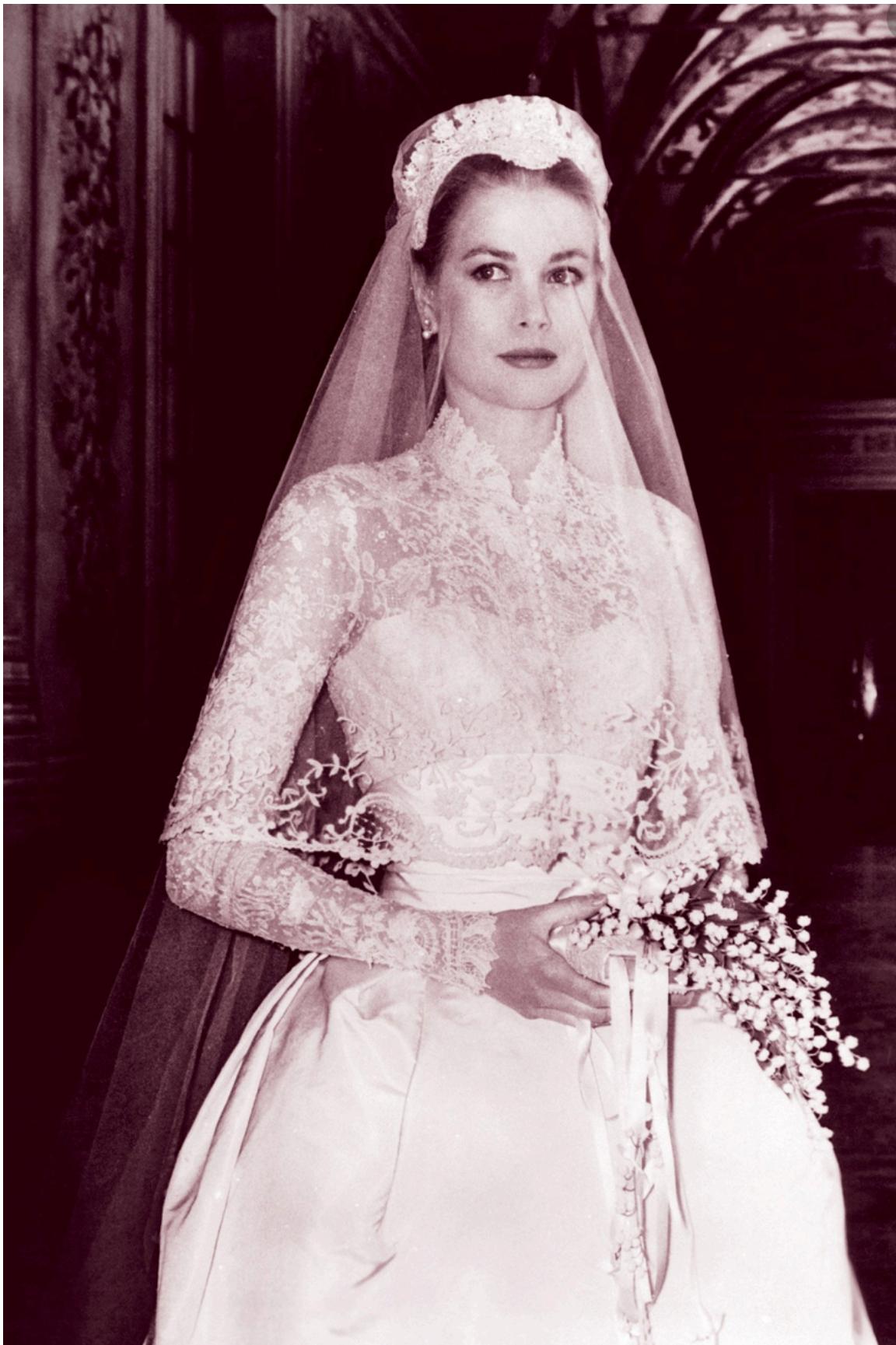
5. Tone

I think the tone should be nostalgic, glorifying the era for its excessive, luxurious grandeur (think Marilyn Monroe, Audrey Hepburn vibes). Grace Kelly is an icon / symbol for these eras in Hollywood and Monaco—timeless, regal. This website should convey these sentiments.

6. Visual Style

My instinct is to follow a Kate Spade vibe with feminine colors. This can either be graceful pastels, or bold, saturated pinks, oranges, greens, and blues. I will leave this up

to you. I have placed several photos for your inspiration, hopefully these get you inspired by the era. You could probably use the color picker to use some of the colors in these photographs, specifically the fourth photograph (the blue walls and red lipstick are a nice color palette), or the pink and blue dresses she wears could inspire another color palette.

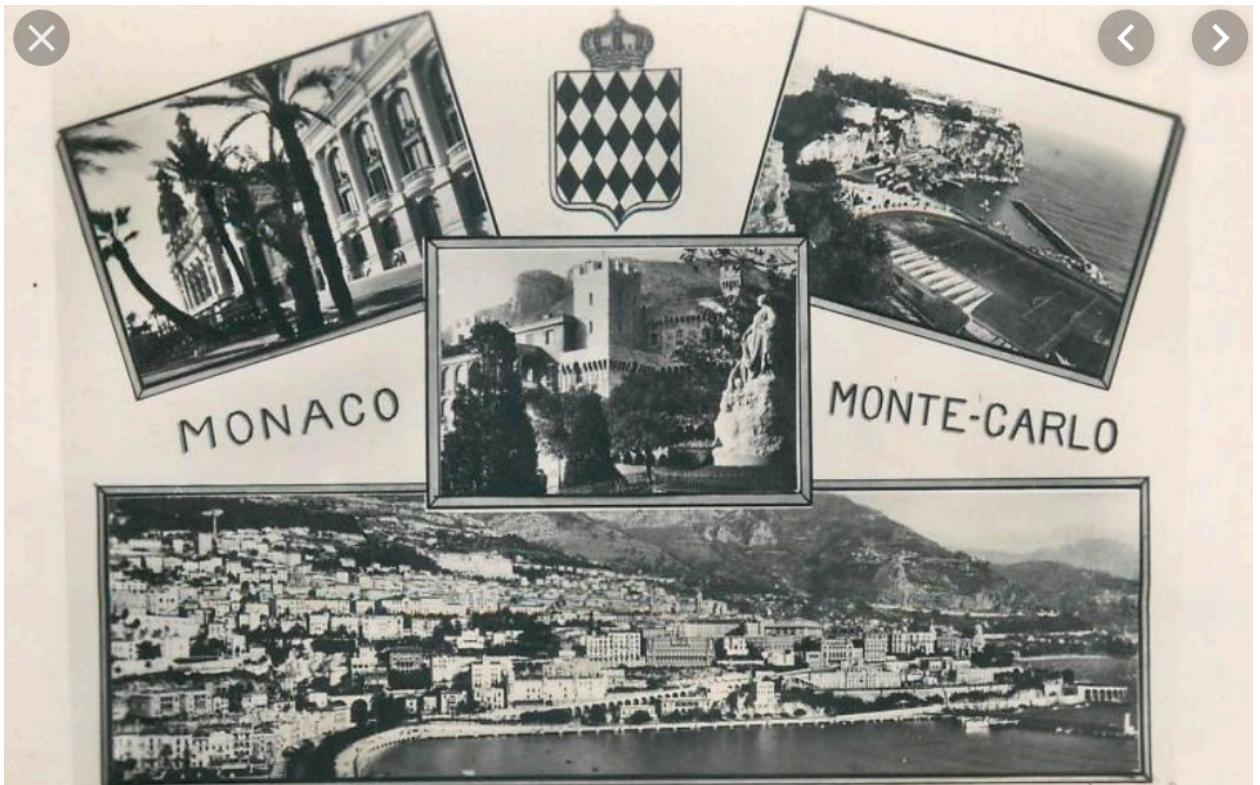














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GRACE OF MONACO



PRINCESS IN DIOR

Rizzoli



