

Creative Brief

Lauren Pavelec
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Project Title: Taylor Swift

1. Project Overview
 - a. The goal of my website is to present Taylor Swift's life and career in a way that shows her transformation and phases in music and design aesthetics throughout her life
2. Resources
 - a. Copy is available at https://en.wikipedia.org/wiki/Taylor_Swift along with some images, but most images should be pulled from Google Images.
3. Audience
 - a. This is an informational site, and won't be promoted commercially. My instructors will see it along with classmates. This website is for anyone interested in the life and albums of Taylor Swift.
4. Message
 - a. I'd like to focus on the transition of Taylor Swift throughout her albums and how her music reflected her life as well. Each page with an album will explain the context of her life surrounding the album release, what her main message of the album is, and how she changed through her album releases.
5. Tone
 - a. The tone will mostly be informational and matter-of-fact.
6. Visual Style
 - a. Taylor Swift has changed in her aesthetics multiple times throughout her albums, which is mostly what I want to highlight. Each page with a different album will look like an extension of the cover art and show who she was at the time. Each page will likely be very different to reflect the changes through her albums.

