Creative Brief

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Project Title: Audrey Hepburn Website

1. **Project Overview**

   The goal of the website is to give an informational and biographical account of Audry Hepburn's life as well as highlighting her achievements in entertainment and humanitarianism.

2. **Resources**

   The wikipedia link is https://en.wikipedia.org/wiki/Audrey_Hepburn#Awards_and_honours and it should provide most of the written media. Her humanitarian work can be expanded upon with information from UNICEF (linked: https://www.unicef.org/goodwill-ambassadors/audrey-hepburn). Additional photos can be found on getty images and other photo services as well. There are also a lot of other photographs of her on Google Images and other websites such as Getty images. Here is another link for pictures of her: https://rareaudreyhepburn.com/

3. **Audience**

   This site won't be promoted commercially and is simply a biographical and informational site. I will also add this to my portfolio so audience is the general public, though children are most likely not included.
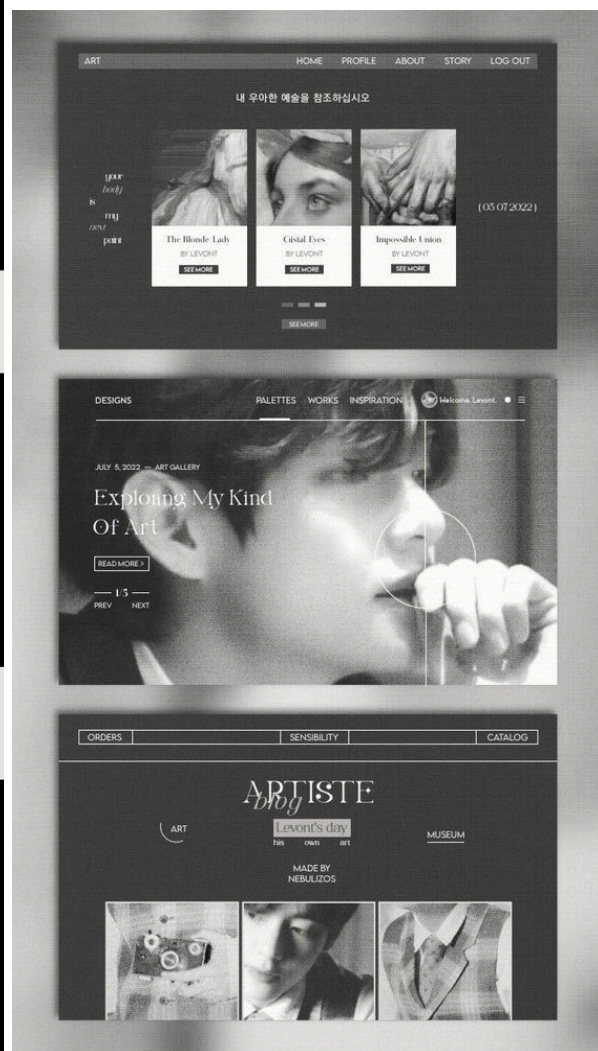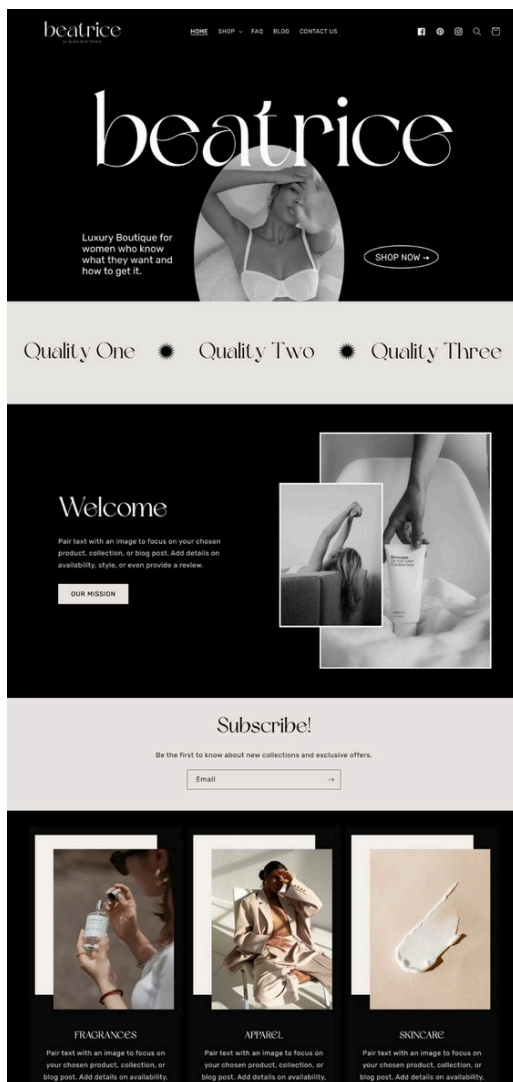
4. **Message**

   I want to focus on her legacy in the entertainment industry as well as her humanitarian work. But generally, I want it to be informational.

5. **Tone**

   I want it to be fun and slightly whimsical, basically I want to encapsulate all sides of her personality. It should be serious where it needs to be, but generally it should just be informational.

6. **Visual Style**

   I want it to be very sophisticated and minimal. Generally, the color pallet should be black and white with other color highlights. I have inserted some ideas on the general vibe and possible layouts of the website.

Some other images to consider: