

Content Outline

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Project Title: Vocaloid Website

1. Project overview

The goal of my website is to be informational. It should provide a good introduction to Vocaloid music for those who may not be familiar with the genre.

2. Resources

Copy is available at <https://en.wikipedia.org/wiki/Vocaloid>. Information about specific Vocaloids is also on Wikipedia. Will need to search on Google for song information. Photos are available on Google.

3. Audience

This is a strictly informational site and won't be promoted commercially in any way. My instructors and classmates will see it, as well as prospective employers. Demographic information could be across the board, but the target audience are those who want to learn more about Vocaloid music. This will probably be in the teenager to adult age range.

4. Message

I'd like to focus on the creativity of Vocaloid. The technology behind it is interesting, and there is such a wide variety of songs because the program lets the user create whatever they want. Accompanying the music are the artists and MV editors that add to the experience.

5. Tone

The tone should be informative, but playful. I don't want the tone to be too serious because Vocaloid is a creative tool.

6. Visual Style

My instinct is to go with the bright colors with a darker color like black. The color palette will either be based off Hatsune Miku or will be a combination of bright colors associated with multiple Vocaloids. Songs and art have a lot of variation in theme, so I want to go off the outfits of the Vocaloids instead. I'm thinking the general theme will be sort of sci-fi or technology based; essentially blocks of color with supporting details.

