Creative Brief

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11/02/2021

Project Title: Frank Ocean Website

- **Project Overview**
  - The goal of my website is to provide information on Frank Ocean's life and musical career. It will focus on his projects more so than his personal life, but will supply context such as inspirations, partnerships, etc.
- **About**
  - Copy from https://en.wikipedia.org/wiki/Frank_Ocean with additional photos from https://www.last.fm/music/Frank+Ocean/+images
- **Audience**
  - My website will definitely attract fans and Frank Ocean listeners more than those who don't know about him. Therefore, I expect my audience to be people interested in music and ages 15 to 30.
- **Message**
  - I'd like to focus on Frank Ocean's musical achievements and the impact of his music. I also want to focus on the meaning that he gives to his songs and his projects as a whole. His music has been inspirational to many other artists and many young people who relate to his lyrics.
- **Tone**
  - The tone of my website will be music-heavy and use language related to musical style and composition. I want readers to get a sense of who Frank is as an artist.
- **Visual Style**
  - I want each page for each project to fully immerse the user into the experience of the album. I plan to use color schemes and typefaces from the albums themselves.