Creative Brief

Michelle Chen, Spring 2024

Project Title: Ryuichi Sakamoto Site

1. **Project Overview**

   The main objective of this website is to be mainly informational and biographical while highlighting Ryuichi Sakamoto's passion for music and his musical works as well as his lasting legacy for pioneering new paths in the industry.

2. **Resources**
   Copy is available at https://en.wikipedia.org/wiki/Ryuichi_Sakamoto , which includes some photography. There are many photos on Google as well as some on his own website at https://www.sitesakamoto.com/

3. **Audience**
   This site won't be promoted in anyway commercially and is very much a biographical and informational site. I'll most likely add this to my portfolio so it's likely that other students, professors, and employers may view it. There aren't any demographic restrictions for this site but I don't expect kids to be a part of the intended audience.

4. **Message**
   The focus would be on Sakamoto's legacy in the music industry and his many works (some of which earned him notable awards). I want the site to give more exposure to his pieces.

5. **Tone**
   I want the tone to be kind of like an homage and more sophisticated. I want to focus on his deep passion for music and how his music was quite minimal yet also ambient and a fusion of different genres.

6. **Visual Style**
   The main direction I'd like to go in is a very clean and minimalist website design. For this concept I was thinking about music sheets and how its clean and cut. Ideally, I'd like to keep it just monochromatic with white and black, but if there were to be color, I would only limit it to 1 maybe 2 additional colors for emphasis (nothing too vibrant since I want the site to still feel more classy). For the pages that would show his discography and different works, I would like it to be a simple grid showcasing images of all the album covers or something simpler that could emulate disks on a shelf or something along that line.

   The New Yorker's grid system and generally clean editorial feel is also something to draw inspiration from.
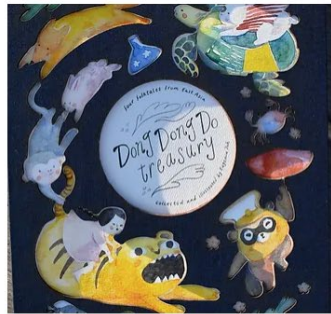
   I've provided some images as ideas and inspirations, so something like this would be very nice.

s i t e s a k a m o t o

A screenshot of the landing page to his personal site, this is the simplicity I want to go for (but obviously not this empty but keeping it minimal)

Eugenia Yoh

illustration   design   archived   about
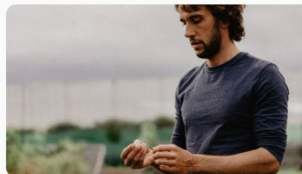
I like the amount of negative space in these sites but would also like to have images that break up the space as well (will mostly be smaller text in combination with images)