Creative Brief

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Project Title: James Corden Website

1. Project Overview

This website will present James Corden's entertainment career through a multi-page structure. Each page focuses on a distinct phase: UK theatre, Gavin & Stacey, The Late Late Show, and film work. The design will demonstrate his progression from British performer to international entertainer while maintaining visual distinction between sections.

2. Resources

Content is sourced from the Wikipedia article at https://en.wikipedia.org/wiki/James_Corden. Photography will come from Getty Images, BBC archives (Gavin & Stacey), CBS promotional materials (The Late Late Show), and film studio press kits.

3. Audience

Primary audience includes instructors evaluating the project and potential employers reviewing portfolio work. The demographic is broad and includes anyone interested in entertainment or web design. They will assess information architecture, design choices, and how effectively the site communicates its subject. Viewers may be familiar with Corden from either his UK or US career, or discovering him for the first time.

4. Message

James Corden's career shows deliberate evolution across entertainment mediums. From theatre to sitcom creator to late-night host represents a clear progression. The site should emphasize his dual role as both performer and creator, highlighting that he co-wrote Gavin & Stacey and developed Carpool Karaoke. His Tony and Emmy wins reflect consistent excellence across different formats.

5. Tone

The writing should be informative and professional without being overly formal. Content will focus on documented achievements rather than subjective opinions. The tone can reflect the warmth of his early UK work while maintaining professionalism when covering his American television career. Overall approach should be clear, direct, and accessible.

6. Visual Style

The design will reference theatrical aesthetics in a contemporary way. Color palette includes deep burgundy or navy as primary colors, cream backgrounds, and gold accents. Typography will pair a classic serif for headers with clean sans-serif for body text.

Each section will receive distinct visual treatment while maintaining overall cohesion. Theatre pages will incorporate spotlight effects, Gavin & Stacey will reference British television design, and The Late Late Show section will use contemporary, bold graphics. Layout will emphasize large hero images, generous white space, and fixed top navigation.

Visual References

Into the Woods (2014) - theatrical/film work

Hosting the 73rd Tony Awards

At 10 Downing Street interviewing PM David Cameron

The Late Late Show set