Creative brief

Final Project | May 8, 2020

Nicolle García | Musician | Photographer | Model | Instructor

My client’s name is Nicolle García. She is a multifaceted artist based in Miami, FL. Since she is a musician, photographer, model, and teacher, these are the areas she is offering her services in. Her clients may book her as instructor for private music lessons. They may also book her as a model, singer, or photographer for any event.

Compared to other people in her category as an artist, Nicolle has the advantage because she has years of experience, including studying with Grammy-Award winning instructors from the Frost School of Music. She also has been part of music videos featured on Vogue as a back-up role. The experience she has gained in her years living in Miami is her strength. Her competitors usually come from out of state so they don’t usually have as much experience or as many connections to the city as she does.

A threat that we have to look out for is that there are many other talented artists, since Miami, FL is a huge city for the arts. There are other artists who can offer the same services and may have more clients. We can combat this through having a professional and presentable website that makes Nicolle stand out. A good website and advertising can give one person’s services and edge over the other. When many people have the talent and skill - it’s the presentation that sets them apart. This is the purpose of our work and why it is so important to create a great website for her.

The main goal is to get Nicolle working with as many of her clients as possible. It’s not a matter of needing a target audience, rather how to get their attention. Our message and tone summarized in one word is professionalism. To get jobs in Miami, not only does one need to offer a great service, but they need to behave and look professional. We can create this tone through the photos we choose, and how we lay out the website.

The visuals we are using are pre-existing. This is another way of displaying Nicolle’s strengths and professionalism. She already has a portfolio full of photos she has taken herself, and photos taken by well-known collaborators in the Greater Miami area. Clients of hers will see the range of photos she displays and will be able to notice that she has years of experience in her field.

The timeline we have to get everything done is by May 8, 2020. The budget is unlimited, which works to our advantage because we can use google analytics and pay for advertisements through Google and through Facebook, Instagram etc. This is how we will target her audience. Most of her clients will be well established businesses who hire her, parents who hire her as a teacher for their children, and other artists who want to use her skills for their own projects. All these groups tend to use either Facebook, or Instagram which are the two main places where we will target her clients.

We are reporting to the main artist herself. We are working together to make sure that her image and what we display sets the exact tone she wants for herself. Nicolle wants to be portrayed as professional and experienced as possible, so it is our job to fulfill her requests. It is her vision that we are working towards. She wants to be parts of the project every step of the way, so we will hold weekly meetings to update her on the progress of our project.