

The interview right now on Complex.com is designed for young people who have grown up with technology and are literate and have a strong grasp on how to navigate pages with interactive components. Because of this, the photos and content are easily understood by younger people, but not by those who are not as well-orientated with the web.

For my project I want to explore what it would look like to shift the interview to serve an older audience. By doing this, the intent of the article changes and it no longer acts as an attempt to give an incredibly influential celebrity a spotlight, but rather giving context to the fame of the musician.

With the use of different spacing, photos and alignment I plan on recreating the interview so that it is accessible to those who are not as familiar with digital spaces thus changing the intent as well. Through a more straightforward layout with more spacing for pull-quotes and photos I think the pacing will be slower, easier and it will be less-distracting overall.