Robert Campbell

Professor Rodriguez

CIM-111

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**Creative brief (25 Points) -**

**Brand Statement:**

The client is a musician, looking for a well-designed user friendly webpage to present his portfolio and musical services along with other multimedia platforms of self-represented content.

**Project Background:**

Project is to create and develop a sufficient and user friendly artist portfolio page for a middle aged musician (guitarist/bagpiper/composer). We are designing a multi internally link webpage with navigation bar menu that allows internal linking for text sheets and individual structure and styling, in order to uniquely present client. This webpage must present the artist in a professional and individual manner, in attempt to better his online and social media presence for the overall benefit of the client’s professional career.

**Target Audience:**

We are addressing any and every individual or corporation who might be interesting in learning more information about my client or their career/services. They think nothing of us. A majority of the times the viewers of the client’s webpage will relate the design and presentation of the website with the individual the portfolio is about, not the coding who designed the webpage. That being said, it is imperative that my work positively represents my client because it indirectly represents my personal reputation as a programmer/designer.

**Advertising Objective:**

Attempting to complete multi-html paged website

* Create html structure for all pages
* Style and design using CSS and JavaScript
* Include jQuery plugins for further animation and styling
* Attached Google Analytics and deploy webpage

**Consumer Message:**

Musical service at your fingertips (with multi-media examples)

**Key Consumer Benefit:**

Guaranteed professional musical service in an easily accessible format with tangible examples of service quality and quantity (i.e. performance videos and repertoire).

**Benefit Support:**

Performance and other service backed up by media examples provided via webpage

**Competition:**

Every freelance musician with a webpage on the internet

**Advertising Tone:**

Sleek and clean business professional structure; entertaining modern styling and animation.

**Advertising Medium:**

Online; email newsletter & social media

**Mandatory Elements:**

* Performance audio files
* Performance videos
* Client portraits
* Other graphics
* Color scheme suggestions

**Website Inspirations:**

* <https://www.frederickreece.com/>
* <https://www.brianrussellmusic.com/>
* <http://www.davidakemusic.com/news.php>
* <http://www.rickurban.com/resume>
* <http://www.rafaelpadronguitar.com/>