

Creative Brief

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Project Title: The Neighbourhood Website

Project overview

The goal of my website is to be generally informative on the alternative rock band, The Neighbourhood. The band rose to fame over their hit song, Sweater Weather. While there has not been another hit as popular as the 2013 single, the band has released 4 ensuing albums that each have their own aesthetic. I would like the site's pages on each album to reflect the themes of each album's 'brand'. I think it would also be worthwhile for the site to have general information on the bands rise to fame and their background/history.

Resources

<https://thenbhd.com>

https://en.wikipedia.org/wiki/The_Neighbourhood

<https://www.allmusic.com/artist/the-neighbourhood-mn0002690553/biography>

Message/Tone

I think the site should remain informational and refrain from taking a stance or opinion on the music. No first person language.

Visual Style

Below are some references. In regard to the album pages for each of the four albums, I think it would be cool for the aesthetics of the pages to match the album covers. Below those are described via images. More to come in the site mockups!

Album 1- I Love You	Album 1- Wiped Out!	Album 3- The Neighbourhood	Album 4- Chip Chrome & The Monotones
			
Greys and blacks, cloudy textures	Black and white, monotone, 2-D	Dull yellows, reds, brick texture	Silvers, greens