

## Creative Brief

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Project Title: Vogue Mock Site

### 1) Project Overview

The general goal of my website is to show how Vogue's message and brand image has evolved over the years. I want to show how the content of Vogue reflects the times.

### 2) Resources

[https://en.wikipedia.org/wiki/Vogue\\_\(magazine\)](https://en.wikipedia.org/wiki/Vogue_(magazine))

### 3) Audience

Target audience is aspiring designers (fashion, typography, photographers) who are looking for inspiration and curious how past trends will predict the present and future.

### 5) Message

Objective. Show how Vogue was ahead of its time, but also show some of its short comings (body image, gender norms ect)

### 6) Tone

Essence of a Vogue writer. Concise, digestible and posh.

### 7) Visual Style

Sleek and contemporary. Want it to look like something Vogue could have produced. Get inspired by Vogue Fonts and use of images.

