Creative Brief
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Project Title: **Aespa Microsite**

1. **Project Overview**
   The goal is to create a sleek, mobile-first microsite that presents Aespa's body of work and "avatar × experience" concept in a way that highlights both the music and cultural impact.

2. **Resources**
   https://en.wikipedia.org/wiki/Aespa. Also some pictures and album cover from other websites.

3. **Audience**
   Global fans and curious listeners discovering Aespa via press or social.

4. **Message**
   Focus on Aespa as boundary-pushers—iconic tracks + live presence + collaborations—bridging reality and the virtual. Also introduce the four members distinct artistic identity

5. **Tone**
   Futuristic, confident, and precise. Minimal, editorial, and international.

6. **Visual Style**
   A dark, avant-garde look with liquid-metal accents. Use black backgrounds with light aurora highlights. Keep type clean and geometric (Like futura or Space Grotesk) on a clear grid to balance the fluid forms. small hover effects, gentle metallic shimmer included.