

Project 2: Digital Editorial

Khalid



Design Objectives:

To introduce the artist and his songs.

Inspiration:

<http://milescaider.com>



ADVERTISING

Having established the identity and sections, the task was then to test how this worked across different materials such as print advertising. This is the first time where you can see the identity, colours, type and messaging all working together. These samples use striking portrait photography to create a bold, engaging style of advertising. This works by using the screen shape to act as the main focal point for the composition, drawing the viewer into the design.



THE SUPERFRUITS YOU NEED NOW.



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MAKROHANG

2015.11.09
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Audience Needs:

Users can listen to Khalid's songs on the website.

Users can watch Khalid's music video on the website.

Users can know about the artist through the website.

Users can read articles about the artist on the website.

Users can click to see Khalid's facebook page.

Intended Audience:

R&B Lovers,

Fans

...

Content:

Video:

Khalid-Location

<https://www.youtube.com/watch?v=by3yRdlQvzs>

Article:

*Meet Khalid, the 18-Year Old Singer That Blew Me
Away This Year* on djbooth.net

<http://djbooth.net/news/entry/2016-11-01-khalid-18-year-old-singer-that-blew-me-away-this-year>

Lyric:

Khalid-Location

Album's Songs List:

American Teen

Functional Requirements:

The website will have articles related to the artist, like interview.

The website will have the artist's music video.

The website can play the artist's songs.

The website will have a plug-in for users to buy his album on Apple Music.

The website will have lyrics for users to read.

The website will have links to artist's social medias pages.

Introduction

Music Video

Apple
Music

Image01

Image02

PullquotePullquotePullquotePullquotePullquotePullquote!

Article01