

Creative Brief – Danny Aguirre

Project Title: Kanye West Website

1. Project Overview

The goal of the website is generally informational. I hope it will show and highlight the Kanye's musical talent as well as his other ventures for example his work in fashion. In regard to musical style, I hope it will highlight what makes his music different as well as a closer look at his lyrics.

2. Resources

Most of the information can be found at https://en.wikipedia.org/wiki/Kanye_West which includes information and some images. <https://genius.com/artists/Kanye-west> also contains a lot of information and images related specifically to his music. This also provides analysis to his style and lyrics.

3. Audience

This site would not be promoted commercially and would be used as an assignment that could be used in a portfolio, so it may be viewed by instructors, peers, and potential employers. Additionally, outside of this scope, the contents of this page may not appeal to small children or people above retirement age.

4. Message

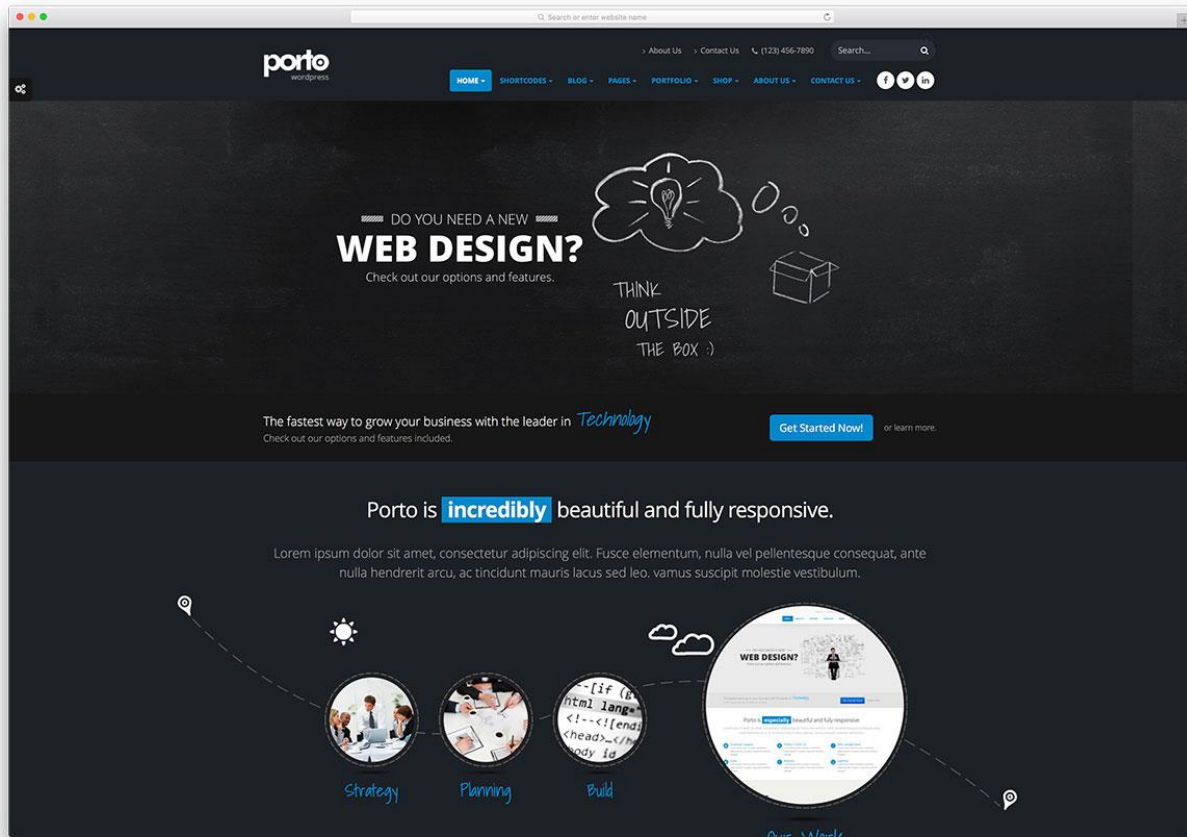
I would like to focus on the impact Kanye West has made in hip hop by showing what sets him apart in his music, maybe doing this by focusing on his albums and the musical styles present in each. Additionally, talk about the other projects he works on for example his clothing line.

5. Tone

The tone would be educational, the main goal would be to represent Kanye's music and career in a way that represents it well.

6. Visual Style

When I first thought of this I pictured something very streamlined with a dark/black background and having a lot of contrast with this. Another thought I had would be to model it off one of the album covers for example, this site: <https://www.kanyewest.com/> uses the basic color scheme from the Life of Pablo album cover. Either way, I would like it to be streamlined and to have a "clean" feel to it.



(Maybe something like this, maybe a bit less crowded)