

Creative Brief

Sabrina Urban

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Project Title: Glass Animals (band)

1. Project overview

The goal of this website is to be mostly information and enlighten the viewer on the band, Glass Animals. It will touch upon the the band members, their discography, history, and awards/nominations.

2. Resources

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

<https://opensource.glassanimals.com/>

additional photos will be sourced from google

3. Audience

The website should attract Glass Animals fans as well as those who are interested in learning more about the band.

4. Message

The website should convey the eccentricity and uniqueness of the band. It should also convey some of their aesthetic.

5. Tone

The tone should be fun and playful to mimic their aesthetic. It should also be easy to navigate so that the viewer can easily understand the layout of the website.

6. Visual style

The visual style should be close to early 2000s' and hints of vaporwave to it. There should be vivid pinks and purples and emulate the similar style they have in their most recent album. It also will be kind of early 2000s' web design. Here are some images which I am pulling inspiration from

