

Creative Brief

Isa Wilson 10/25/2024

Project Title: Harry Styles Website 1. Project overview

The goal of my site is to depict a playful, colorful site that is visually inspired by his pre-established album covers, while maintaining a professional tone throughout, especially in the description of his impacts on society. Within the site, I plan to include references and images that range from his journey throughout the music and entertainment industry as well as political activism through social media.

2. Resources

Here is a link to the wikipedia page for Harry Styles: https://en.wikipedia.org/wiki/Harry_Styles

4. Audience

The audience for my site is my instructors as it is for class. Although I want to make the written tone more professional, I want to make the visual tone more playful and colorful - aimed for Harry Styles/One Direction fans, specifically fans of his album Fine Line.

5. Message

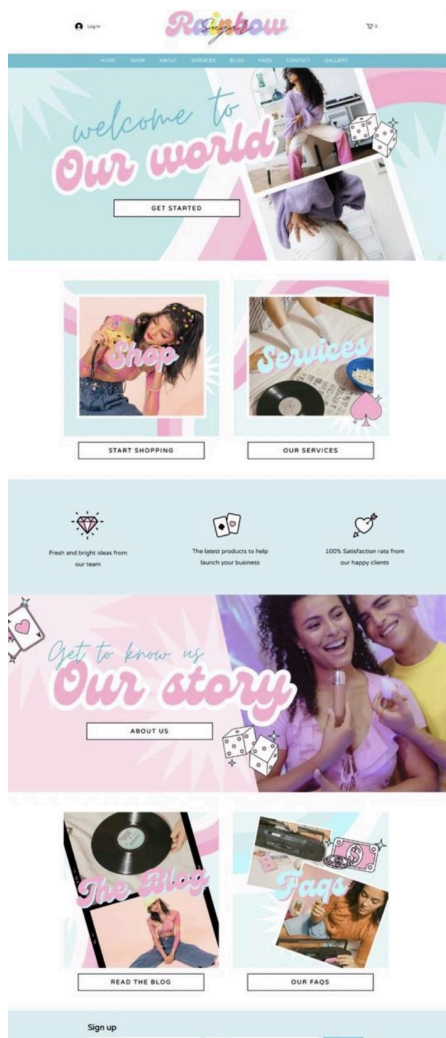
Throughout the website, I plan to illustrate Harry Styles as an influential figure to music and media culture through displaying examples of his various forms of activism, rejecting social norms - what he did, how it is different from what has been done, and how he has made an impact on future media and trends.

6. Tone

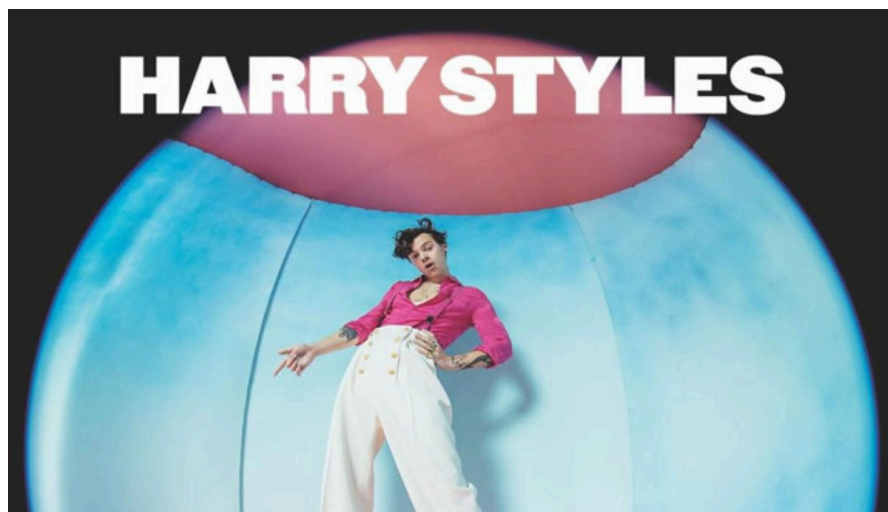
Rather than focusing much on his personal life, relationships and speculations about his sexuality, I plan to hark on his career development. I want to talk about his rise to fame within the music industry and how it has allowed him to become influential in the entertainment industry and through various forms of media, like social activism through instagram.

8. Visual Style

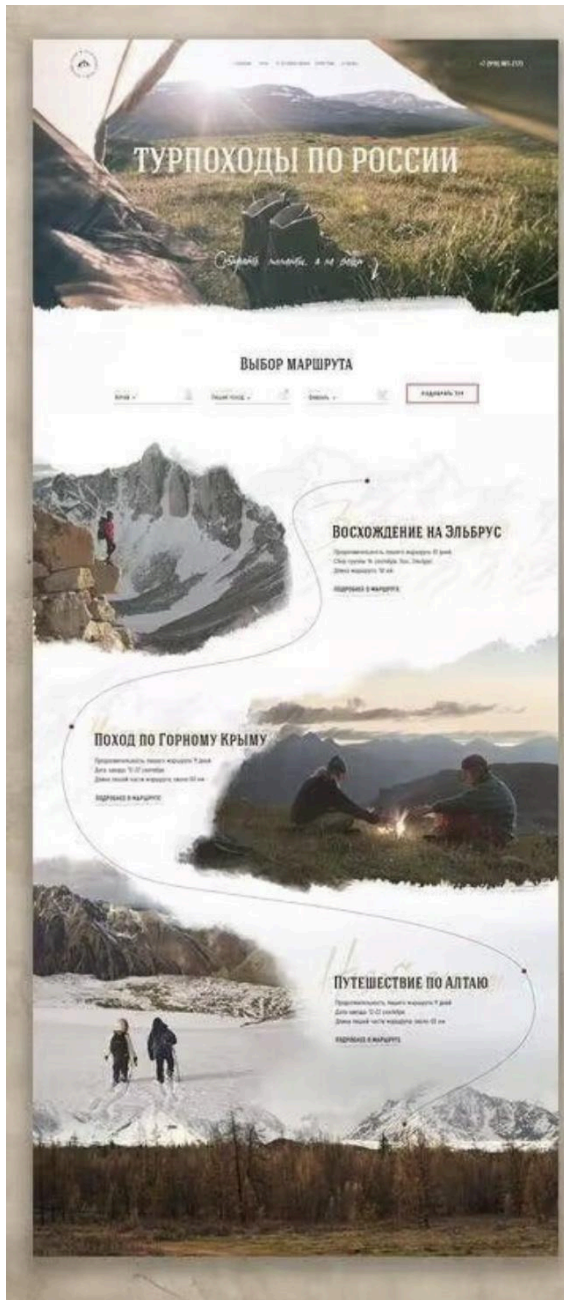
Within the website, I want to have a bright, colorful palette within the same visual style as Harry Styles' Fine Line. I plan to have modern UI elements to give the website a new, trendy feel as well as include square like containers with vinyl imagery (similar to source #1) to emphasize his background in the music industry. Lastly, I want to include a timeline element within the site to emphasize his progression throughout his journey as an artist, actor, and advocate. Below are some websites/graphic designs that I found some inspiration from!



Source #1: <https://www.pinterest.com/pin/1058627456155325256/>



Source #2: <https://www.pluggedin.com/album-reviews/harry-styles-fine-line/>



Source #3: <https://www.pinterest.com/pin/329114685290732827/>