Creative Brief

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Project Title: Dr. Dre Website

1. Project Overview

The goal of this site is to both represent Dr. Dre's artistic identity and also present info about who he is. He has had a super rocky history in terms of crime and being a good person, but I'd rather the site focus not on these serious things. Instead, it should be about an important figure in music and hip hop.

2. Resources

Pretty much any information you would need is found on the Wikipedia page.
https://en.wikipedia.org/wiki/Dr._Dre
In terms of images, I think the high res photos that photographers take during concerts could be the best pool of images to use. Not sure if it matters if they have CCL or not (I'm guessing it doesn't matter for class)

3. Audience

Audience includes my peers as well as professors/professionals under the age of 65 (probably). At any rate, it is informational and should be able to be understood by someone completely unfamiliar with music. The home page is the best location for experimental designs, whereas the other pages should be more traditional.

4. Message

I want the message to be about how widespread Dr. Dre's reach has been as a producer/musician. It is rare for musicians to stay popular for a long time, but Dr. Dre has managed to stay important in some sense for decades. The awards page will probably be the best vehicle to help deliver the message. For instance, the awards page could include part of his discography (to show how many big name artists he has worked with), or show how he wins awards for both singing and producing.

5. Tone

The tone here should "feel" like it relates to hiphop and music. In my opinion, that probably means something energetic and upbeat. In addition, I think since it should feel like a mini autobiography rather than a little information dump.

6. **Visual Style**

   In terms of visual style, I think using some of the visual language from his N.W.A. days could be really nice. Especially since the Straight Outta Compton movie came out recently, I think most people associate Dr. Dre with his pre 2000s persona rather than his current one.

   I particularly am attracted to the low res quality of many of the photos from that time. In addition, some of the really crazy wardrobes back then could be an interesting visual style to pursue.