

Creative Brief

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Project Title: Stray Kids Website

1. Project Overview

The goal of my website is to introduce people to the South Korean music group Stray Kids. I want to focus on giving people who are unfamiliar with them an overview of the group members and the music they create.

2. Resources

The main Wikipedia page I'll be referencing can be found at https://en.wikipedia.org/wiki/Stray_Kids#. I might also pull content from https://en.wikipedia.org/wiki/List_of_songs_recorded_by_Stray_Kids, https://en.wikipedia.org/wiki/Stray_Kids_discography, and https://en.wikipedia.org/wiki/List_of_awards_and_nominations_received_by_Stray_Kids. As for images, there are a few on the site, but I will probably pull a lot of professional photos from Twitter, Google Images, and their company website.

3. Audience

My main audience for this will be my instructors and classmates, as well as possibly future employers if I include this site in my design portfolio. I'm not strictly ruling out any specific demographics, but I want to cater the site to a college-middle age audience. If this were to be a site that I wanted random people to be able to find and use, then my intended audience would be new fans or people who are unfamiliar with Stray Kids and want a quick introduction to them.

4. Message

I want to emphasize Stray Kids' present success in my presentation of the material for this site. I want to convey pride in their achievements, while also reminiscing about their past and how far they've come.

5. Tone

I want my website to retain primarily a professional/informational tone, while also matching the essence of the group—their intensity, their drive, their dedication, and their love for their fans—with how I present and convey information. This topic does not have any really heavy elements, so the tone will be on the lighter side. I also still want to keep it sentimental when focusing on their past and beginnings.

6. Visual Style

I think I want to incorporate the visual themes from Stray Kids' most recent album into the website, using that to establish the look and vibe of the site. Their newest album's colors are primarily pink and black, with a rockstar-esque theme.



I want to use bold colors for all of my sections, since I think that fits the general vibe of the group and their music. I also want the style to still feel clean and modern, with a good amount of white space so it feels breathable and easy to read. The next page has some visual style inspiration.

