

# Creative Brief

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## Project Title: Taylor Swift Website

### 1. Project overview

The goal of my website is to be generally informational, but to present Taylor Swift's life and career, elaborating on all the amazing things she has achieved so far. I also want to show her impact on the community by using different ways to advocate for rights as a pro-choice feminist (through lyrics, social media, etc.).

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Taylor\\_Swift](https://en.wikipedia.org/wiki/Taylor_Swift), as well as some photography. There are a lot of other photographs available on Google Images as well.

### 4. Audience

This is a strictly informational site. My audience are my instructors from Interaction Foundations and my classmates, but also for potential viewers for my portfolio. Demographic information could be across the board, but the audience could be focused on ages over 16.

### 5. Message

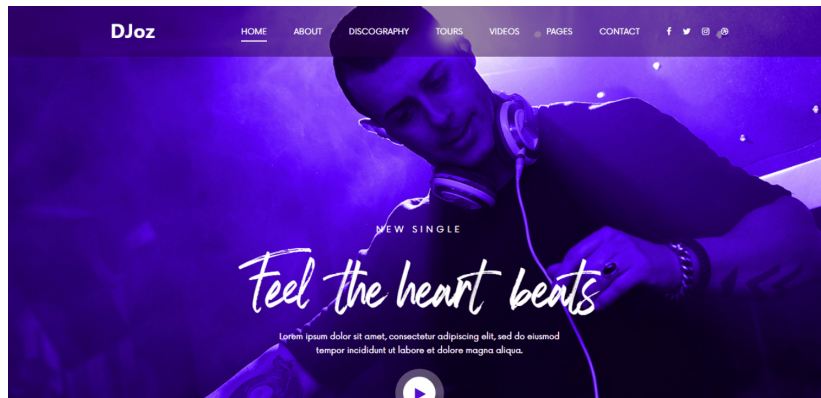
I'd like to focus on the impact Taylor Swift has had on society. She has created many albums that have reached the hearts of many fans and has continued to break records in many ways (highest-grossing tours, Grammys, etc.). Moreover, I want to focus on the impact of each album and how they portrayed a certain aspect in her life.

### 6. Tone

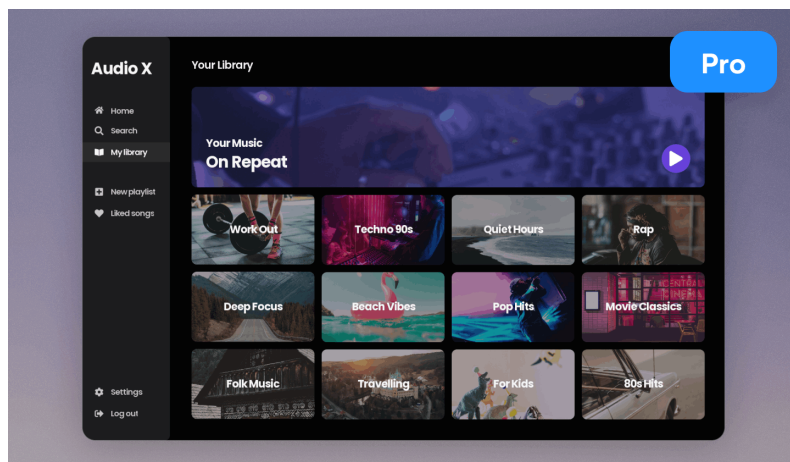
The tone here I think should be inspirational and admirable. All of Swift's songs were written by herself and each one connects to a moment in her life. It is important to know her life and what she accomplished in a certain period of her life to understand how impressive she is.

### 8. Visual Style

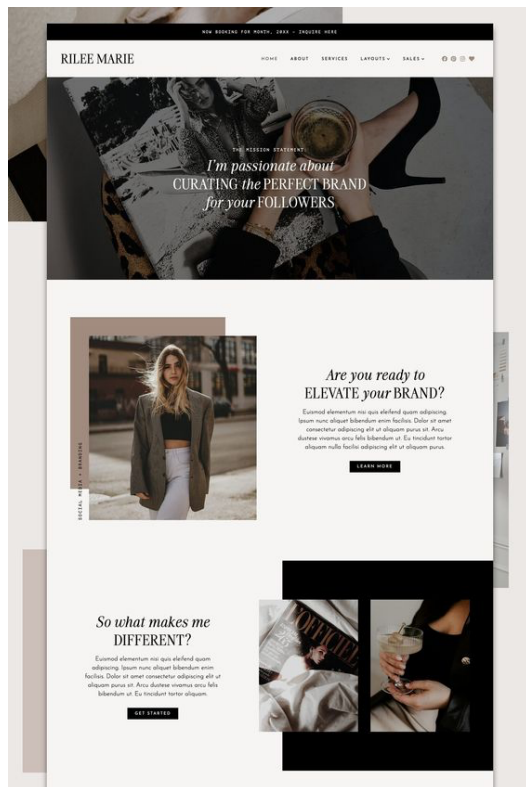
All of Taylor Swift's album have very different color themes that I want to include in the website, mostly referring to her Eras Tour colors. However, I think that there should be a consistency with how much a certain color should be emphasized so it doesn't seem to be overwhelming. It is encouraged to use different photos from all years of her life. Here are a couple of inspiration photos or ideas.



I like the navigation bar that is listed on the top of the page.



Idea of listing the albums on the main page.



This is the color themes from each of Taylor Swift's albums.