

# Creative Brief

Lianne Kang

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## Project Title: Mac Miller Website

### 1. Project overview

I want my website to reflect the music career and life of Mac Miller through both texts and visuals.

### 2. Resources

[https://en.wikipedia.org/wiki/Mac\\_Miller](https://en.wikipedia.org/wiki/Mac_Miller)

<http://www.macmillerswebsite.com/>

### 3. Audience

I want a fairly broad target audience ranging from the ones who are new to his music to the fans.

### 4. Message

I would like to focus on his music career and the philosophy behind his works.

### 5. Tone

Somewhat serious and informative (like a biography)

### 6. Visual Style

Monotone, limited color palette (at least in the background)

Want to include album covers

Fonts should reflect his music style (not really playful)

I want links to youtube videos of his live performances

You could probably find most images on the internet.



