Creative Brief

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Project Title: Lana Del Rey Website

1. **Project Overview**

   The goal of my website is to be informational and provide the audience with basic facts about Lana Del Rey in an organized manner. This is especially important because many people are aware of Lana's music, yet not knowledgeable about her history.

2. **Resources**

   Copy is available at https://en.wikipedia.org/wiki/Lana_Del_Rey, as well as some photography. There are a lot of other photographs available on Google Images, as well.

3. **Audience**

   This is a site for information; this entails that the site won't include any commercials or advertisements of any kind. The audience will mainly be the people in my class, along with anyone else I decide to share this link with. It might also be shared to my friends who listen to Lana Del Rey music and appreciate her work.

4. **Message**

   I'd like to focus on who Lana Del Rey is as a person and what got her to the point of fame that she is at right now. I think a lot of people are aware of her work and her social image as an artist, but not hard-core facts about her.

5. **Tone**

   The tone will be simple, modern, and declarative. I want to maintain Lana's color and her identity as an individual throughout my website's design.

6. **Visual Style**

   Current ideas:

   A. Vintage aesthetic – Lana Del Rey is often associated with the vintage aesthetic. A toned-down color palette (like the dolphin image on the next page)
   B. Indie music – bohemian aesthetic, a little edgy and rebellious (still related to the vintage aesthetic)

Some Images to Consider: