

Creative Brief

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Project Title: Quick Guide to Taylor Swift's Career

1. Project Overview

The goal of this project is to represent Taylor Swift's career in a concise, informative, and legitimizing way. I want it to celebrate who she is as an artist and to highlight her professional success and critical acclaim.

2. Resources

Copy is available at Taylor Swift's [Wikipedia page](#) and further images can be found on Google images and [Taylor Swift's Instagram](#), while her music can be found on Youtube as well as recording of performances.

3. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This is my final project for this class and will be reviewed by my instructors. I want this page to serve as a tool that people who are unfamiliar with Taylor Swift, probably younger kids just starting to use the internet or older adults, would use to learn about her.

4. Message

I'd like to focus on Taylor Swift's impact as an artist. Often discourse around her centers on her romantic partners or the celebrity gossip surrounding her which can sometimes take away from the achievements of her art. While sometimes these help to contextualize her work they can also hinder the appreciation that people just discovering her would otherwise have.

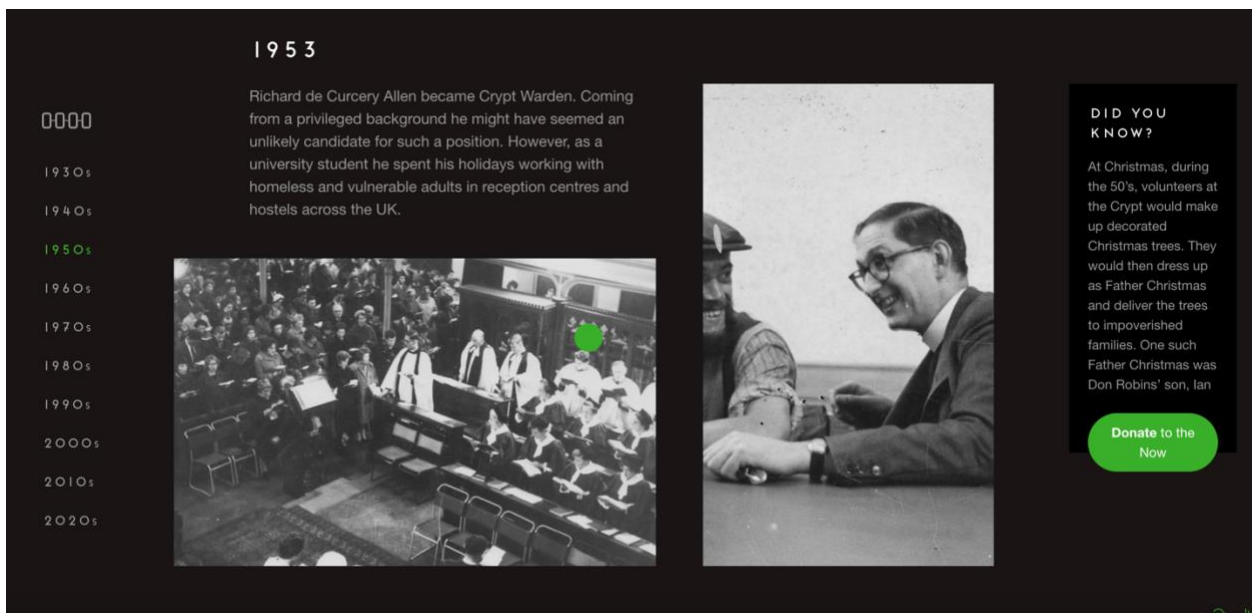
5. Tone

I want it to be formal and serious as I am focusing on a sort of 'professional history' Swift. At the same time I don't want it to feel cold, but more like an old fan recounting her career to a new fan.

6. Visual Style

The visual style will vary greatly between pages as each of her 'eras' has their own visual language associated with them. Overall, I want the aesthetics to be simple in order to complement all her eras, maybe using black and white photos which are more neutral and already have a sense of seriousness and history associated with them.

Some inspiration images:

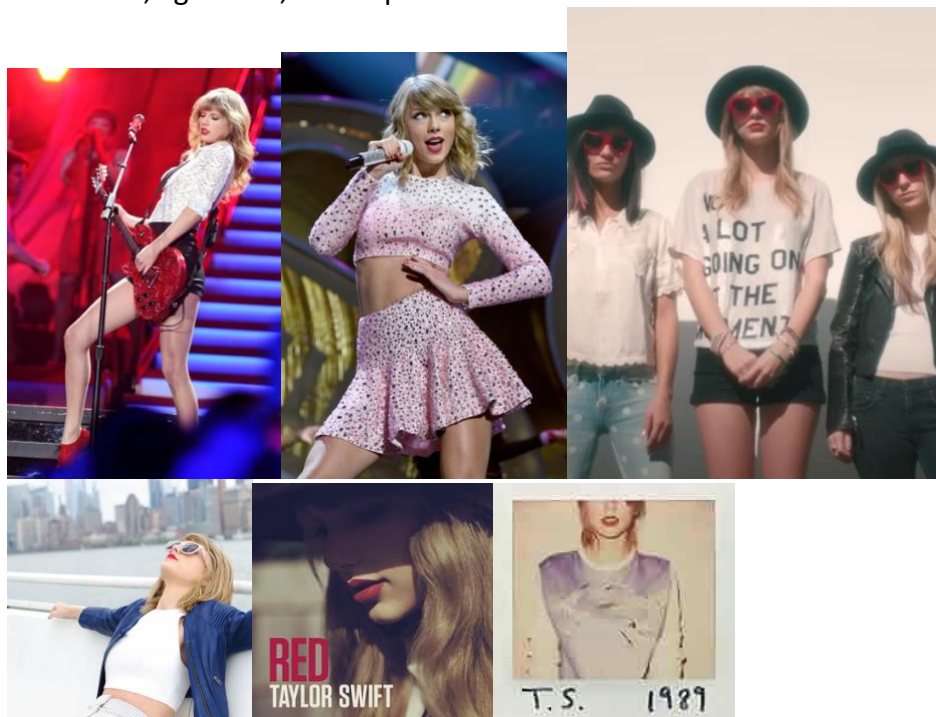


(both the color palette (for the home page), layout and navigation of this site)

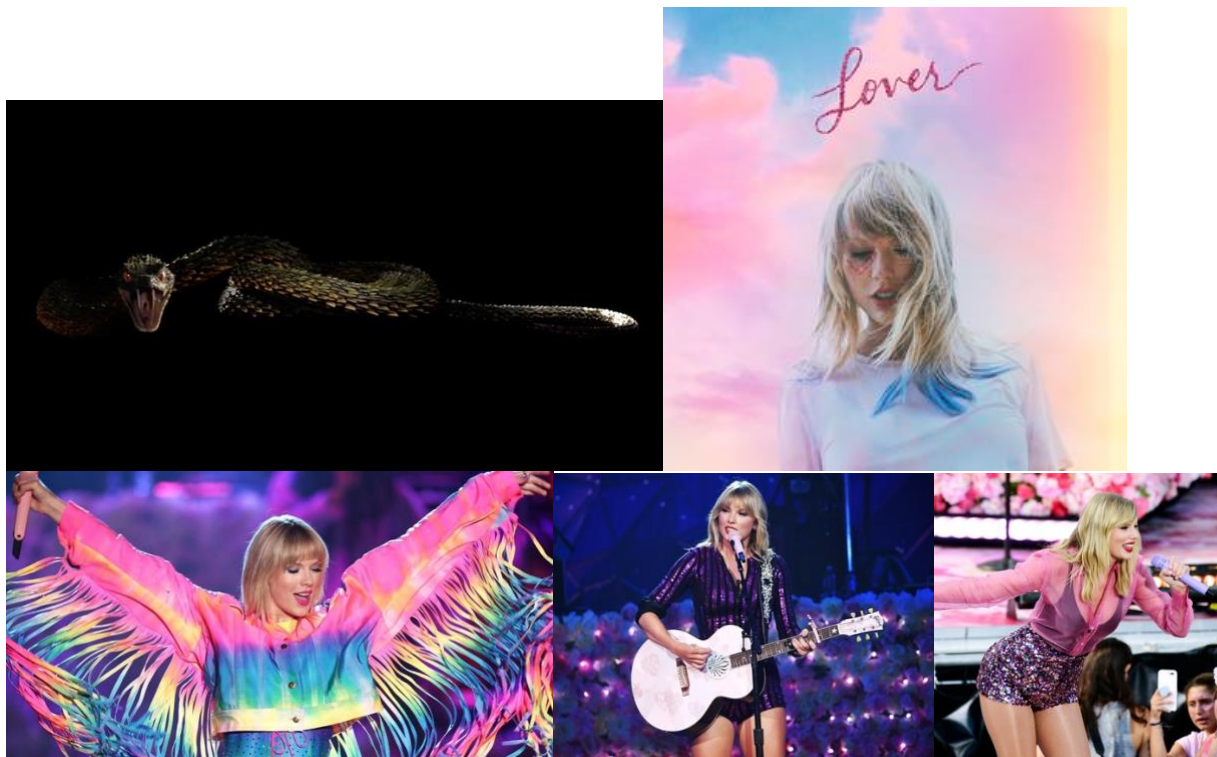
Career beginnings:
colors: turquoise, yellow, purple, golden sparkles



Transition to pop:
colors: red, light blue, silver sparkles



Height of pop:
colors: black and white, green, pastels



Return to Folklore and Evermore:
colors: muted greys, neutrals





Eras tour:
colors: rainbow, sparkly, dark blue, black and white

