

Creative Brief

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Project Title: Lil Uzi Vert Website

OVERVIEW

To reflect his aesthetic, my idea for the site was to have dark colors, especially purple and navy, and contrast these with white or light grey text, or perhaps light colored text in the same hue as the darker aforementioned backgrounds. I was thinking about using highly stylized, edgy font in headlines and then more basic sans-serif in running text

RESOURCES

Info can be found at https://en.wikipedia.org/wiki/Lil_Uzi_Vert. There are lots of photo available via google images, some examples are shown below all of these text boxes.

AUDIENCE

This is a strictly informational site, and my idea was to create it assuming the audience does not know who Lil Uzi is. It's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

MESSAGE

I want the message to not only be that Lil Uzi Vert is some recording artist, but to convey him as an eccentric star with visual style representing that.

TOPE

Tonally, I want the site to feel exciting and upbeat, if that makes sense. I don't want it to be purely informational, but lively, almost acting as an endorsement for his charisma.

VISUAL STYLE

To reflect his aesthetic, my idea for the site was to have dark colors, especially purple and navy, and contrast these with white or light grey text, or perhaps light colored text in the same hue as the darker aforementioned backgrounds. I was thinking about using highly stylized, edgy font in headlines and then more basic sans-serif in running text. A good example of his look can be found at his website <https://www.liluziofficial.com/>

