

Creative Brief

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Project Title: Brat Album Website

1. Project overview

The goal of my website is to be generally informational, but to express the fun and energy that comes with hyperpop and Charli's new album.

2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Brat_\(album\)](https://en.wikipedia.org/wiki/Brat_(album)), 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, and won't be promoted commercially in any way. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

5. Message

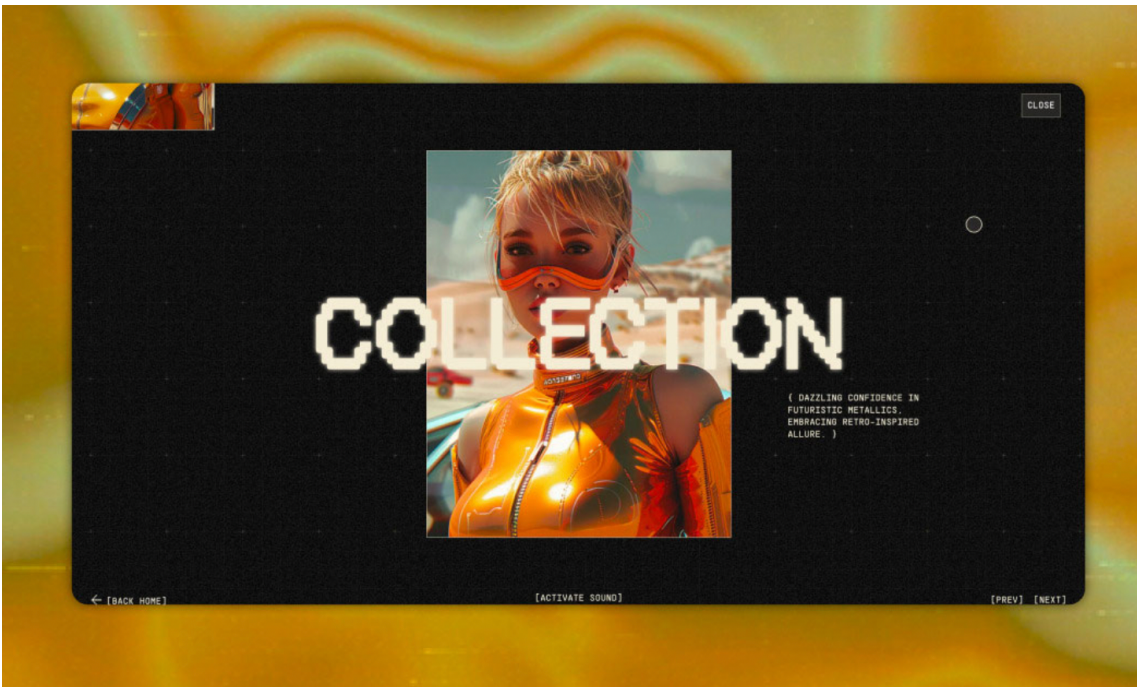
I'd like to demonstrate the creativity and thought that went into Charli XCX's new album, and show a bit about how *Brat* came to be, so that listeners, or even people who don't know her music very well, can enjoy it.

6. Tone

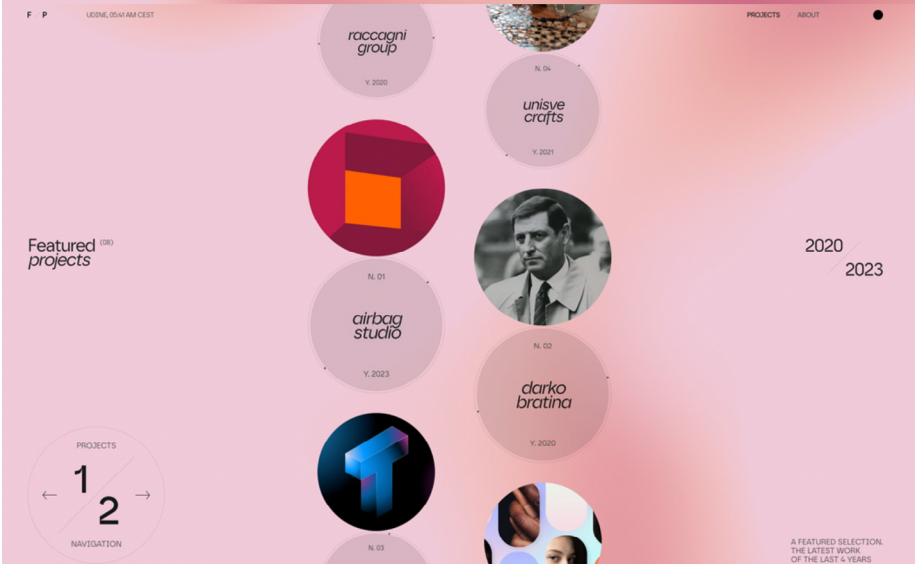
The tone will likely be upbeat, fun, and a little sassy/grungy to match Charli XCX's tone as an artist.

8. Visual Style

With Charli being a hyperpop artist, I want to lean into a visual, futuristic style. I also want to incorporate the "brat green." I'll attach some style ideas on the next page.



really like the type and type/image interaction



will prob use lots of gradients



album cover/iconic green

