Creative Brief

Bella Zinn
11/8/17

Project Title: Fleetwood Mac Website

Overview

This website will be informational, with an emphasis on their music and visual style rather than a long history of the band, but some background information is also cool.

Resources

I think theres a pretty good amount of information on Wikipedia

Audience

This website should have a pretty casual voice, and be accessible to anyone who wants a little more information on the band. Shouldn't be geared toward hardcore fans, but anyone who is interested.

Message

The message should convey their unique music style

Tone

The tone should definitely be casual. The website doesn't need to be highbrow or anything.

Visual Style

I wish thinking it would be cool to either go with an Art Nouveau style that was popular in the 70's. Think Bob Masse's concert posters. Going off of their Rumors album art a black and off white theme could also work, with high contrast black and white photography and something more minimal.