Creative Brief

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Project Title: Cher Website

1. Project Overview

The goal of this site is to inform viewers on Cher's achievements and transformation throughout her career while highlighting her impact on culture, the music industry, and the fashion industry.

2. Resources

Copy - https://en.wikipedia.org/wiki/Cher

Images - https://www.vogue.com/slideshow/cher-style-evolution-75-greatest-fashion-moments

3. Audience

This site will be accessed by adults of any age by nature of the project format and the likelihood of sharing potential. Viewers will likely appreciate pop music, glamour, and the arts.

4. Message

I intend to focus on why Cher's legacy is so influential – namely, her adaptability, fearlessness, and evocative style provide inspiration for others to follow suit: to pave their own path.

5. Tone

The tone of this website will be empowering and ideally raw. There will be some professionalism when speaking about achievements, but I also hope to use industry jargon and descriptive imagery to showcase her style.

6. Visual Style

I want to focus on the sexy and showgirl glamour that resembles Cher's style. That said, I like the 70s/80s vintage feel with focus on black/white, silver/gold, and jewel tones. Think – Burlesque: feathers, glitter, flashing lights amidst nightlife!