

Creative Brief

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1. Project overview:

The goal of my project is to showcase the discography of a lesser known band, Twin Peaks, while also highlighting the individual band members, albums, and album art.

2. Resources:

[https://en.wikipedia.org/wiki/Twin_Peaks_\(band\)](https://en.wikipedia.org/wiki/Twin_Peaks_(band)) and other images online.

3. Audience:

Will be mainly informational, so anyone will be able to enjoy it/digest the material; however the main target will be those who listen to indie rock bands from the midwest.

4. Message:

Twin Peaks is a band worthy of recognition and their own wikipedia page.

5. Tone:

Both informational and admirational. Laid-back, just like their band and genre. Fun and playful, evocative of their album covers and live concerts.

6. Visual Style:

Their colorful album covers provide a lot of great color palettes to work with. Each album cover has some element of sketching, collage, film photography - so something in a similar vein will be incorporated into the website.