Creative Brief:
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Project Title: JPEGMafia Website
1. Project Overview

    The goal of my website is to both primarily highlight his musical work while also still being informative & providing background to his life & inspirations.

2. Resources

    Sourcing https://en.wikipedia.org/wiki/JPEGMafia &
    Google Images for Album Art

3. Audience

    My website will mainly be aimed towards listeners to his music, but I feel that since his age range of listeners is younger but still quite varied it'll still attract a large general demographic even if I still have a more focused audience in mind.

4. Message

    I want to focus on the evolution of JPEGMafia's musical career & how his style of music has evolved over the years from album to album, but I also want to include the background behind producing each album and highlighting the musical concepts and themes of each.

5. Tone

    I want to keep a casual but slightly informative tone, as I'll focus on the musical aspects of JPEGMafia's career more so than his life story & using more musical vocabulary in my text as a result, but I'll also be highlighting important moments in his life that impacted each album & use a more general tone when doing so.

6. Visual Style

    My visual style for this website will reflect the various musical tones & color palette of each album, to allow viewers to get a clear sense & feel of each project just through the visuals by referencing image, text, & lyrics directly from his albums.