

Creative brief

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Project title: Exo (k-pop group) website

1.Project overview

My goal was just to be a better designed and concise Wikipedia page. I was interested in highlighting the artistry and impact sections on the Wikipedia page. I wanted to show the group as more than a bubblegum pop thing.

2.Resources

The copy is available at [https://en.wikipedia.org/wiki/Exo_\(band\)](https://en.wikipedia.org/wiki/Exo_(band)). As well as some photography. I was going to look on google images or their official Instagram for additional photos.

3.Audience

The audience is mainly the teachers but also for people who have no idea to come out with a beginner level of knowledge. 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

As mentioned earlier I would like to highlight the artistry as singers and dancers which has led to their popularity. Not about rabid fangirls and Beatlemania that most news outlets use as a tone to cover these pop culture topics.

6.Tone

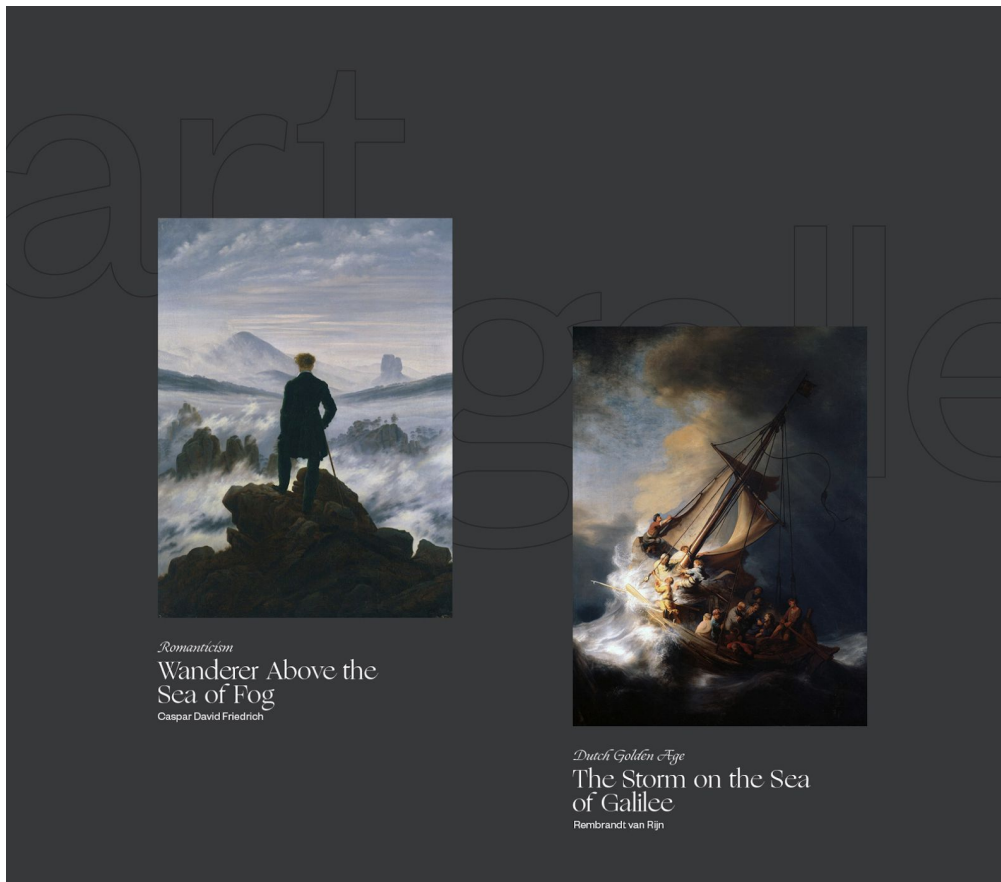
Im pretty open to tone exploring different tones. I don't want people to fall asleep. So I think words like bold, inspiring or fun would be what I'm going for.

7.Visual styles

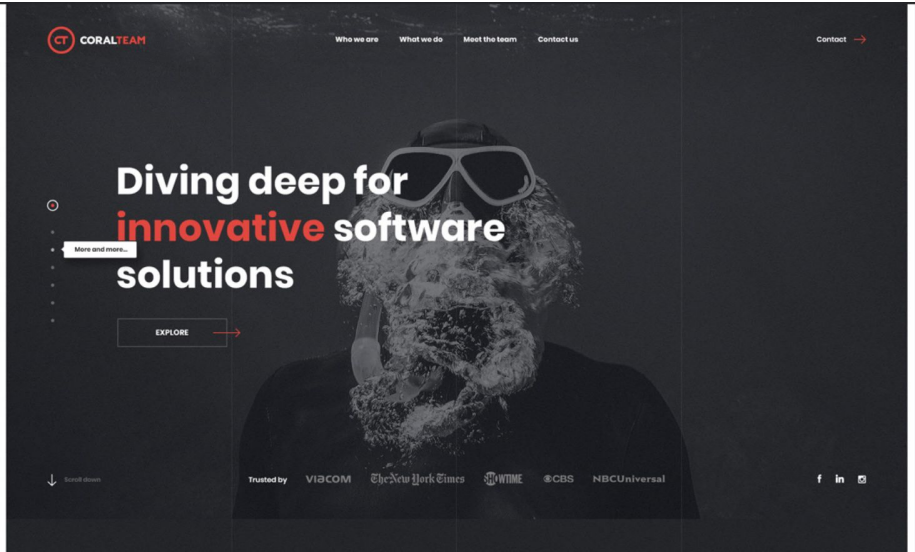
I was interested in replicating some of the graphic design elements from their website (<http://exo.smtown.com/Intro>) they have a clean and spacious style. I was interested in having the Black white and red a bit futuristic with rounded corner boxes and a light drop shadow so it looks like its floating. I was interested in having the gif on the homepage incorporated on the website if possible. For the member's page, I wanted a when you hover over a picture you see the information. I'm super open to your opinions and idea.



I like the overlapping photos and repeated text.



I like the light font in the background.



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