Creative Brief

Dominique Senteza

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Project Title: Marina and the Diamonds Website

1. **Project Overview**

   The goal of the website will be to authentically showcase Marina Diamandis' through as an artist throughout her different album eras. This will be a mostly informational website but I would like the pages dedicated to each era to visually embody the essence of each album

2. **Resources**

   Wikipedia: https://en.wikipedia.org/wiki/Marina_and_the_Diamonds
   Website: http://marinaandthediamonds.com/
   Tumblr for The Family Jewels:
   https://www.tumblr.com/search/the%20family%C2%A0jewels%C2%A0era
   Tumblr for Electra Heart: http://electraheart.tumblr.com/
   Tumblr for Froot: http://planetfroot.tumblr.com/

3. **Audience**

   This site is going to be purely informational so I don't see a very concrete audience. However, I assume that a person visiting this site would be interested in music (maybe indie pop/indietronica specifically), may know about Marina, or have an interest in learning more about Marina and the Diamonds.

4. **Message**

   I would like the message of this site to focus on the differences between each era of Marina and the Diamonds. Each page should express the visual style Marina used per album as well as the overall lyrical theme of each album's songs and the persona she attached to the eras.

5. **Tone**

   The tone of this site shouldn't be too serious. This information shouldn't be too difficult for a website visitor to digest and the textual information shouldn't be presented as long, drawn-out paragraphs. The bulk of each pages' tone should

come from the page color scheme, style, and imagery; and should express the tone of the era.

6. Visual Style

The Family Jewels:
       Earthy, natural tones
       Brocade
       Album that was all about her not knowing who she really was
       Youthful

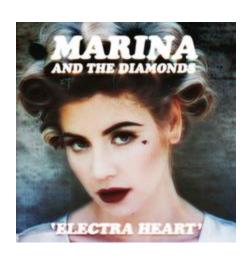

Electra Heart:
       Bubblegum pink and girly (pastels)
       Old Hollywood glam
       Album where she started being open, confident, and shameless
       Underlying disdain for expectations of women

Froot:

        Bright neon (a bunch of icons to choose from)

        Base color of purple

        Rainforest background (lush greenery)

        Album where she seemed to figure herself out (content with the ups and
            downs of life) -- maturity