

Creative Brief

Abby Kirchmeier

11/2/2022

Project Title: Carole King Website

Project overview:

The goal of this site is both to report general information Carole King and demonstrate her extensive breath of work.

Resources:

Information and images will be sources from this Wikipedia page:

https://en.wikipedia.org/wiki/Carole_King. Additional images may be found on Google Images

Audience:

This information site will be reviewed by peers and instructors. It also may be viewed by perspective employers, if added to my portfolio. Therefore, the audience is likely to be adults.

Message:

The site should convey that Carole Kind has influenced the industry in three main ways: by utilizing unique writing techniques, collaborating with a plethora of other artists, and limiting her on-stage presence.

Tone:

The tone should be impactful and bold.

Visual Style:

I'm thinking 80s editorial style as that was the time period of Carole's peak fame. This style can be achieved through muted colors and large, bold serif text. Here are a few examples:

