

Creative Brief

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Project Overview

I intend for this site to be the 'press release' of the album *Lemonade*, executed by Beyoncé and her team. I want it to look professional with a high production value, but also very evocative of the tone of album—dark, somber, personal, and modern.

Resources

Copy is available at the Wikipedia page. The sections outlined in my content overview correspond with the sections on the page. Photography can be found from Beyoncé's website under "music," "albums," "*Lemonade*," "gallery." These are great photos that I want to be the focus of the site.

[https://en.wikipedia.org/wiki/Lemonade_\(Beyoncé_album\)](https://en.wikipedia.org/wiki/Lemonade_(Beyoncé_album))

<https://beyonce.com/album/lemonade-visual-album/gallery/>

Audience

The audience of this site is the general public and fans, which spans many demographics. The site would hypothetically be viewed by people of all ages including young.

Message

The site should evoke the message of the album. *Lemonade* has a soft and vulnerable cadence. The music is about hardships many face in regard to infidelity. The songs speak about overcoming obstacles, turning things around, and triumphing over adversity.

Tone

The tone of the site should be poetic, personal, and dark. At the same time, it needs to be edgy and very high quality.

Visual Style

For color, I was thinking blacks and dark hues of blue and green, with red and yellow accents. I also envision a Swiss or German style, sans-serif, extended typeface with tight kerning. I want the site to be very image heavy.

