

Creative Brief

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3/23/2023

Title: Duke Ellington

Project Overview

The goal of this website is to inform viewers about Duke Ellington's noteworthy career, music, and influence on the genre of jazz. In addition, the website will highlight the historical contexts that shaped his impact.

Resources

Copy is https://en.wikipedia.org/wiki/Duke_Ellington#Legacy. Photographic assets will be found through Google and Adobe Stock.

Message

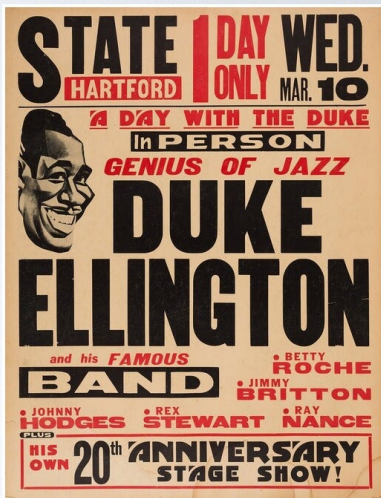
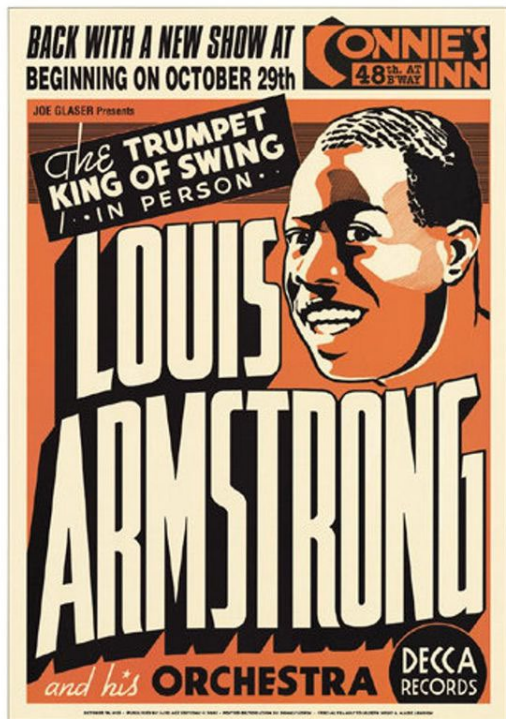
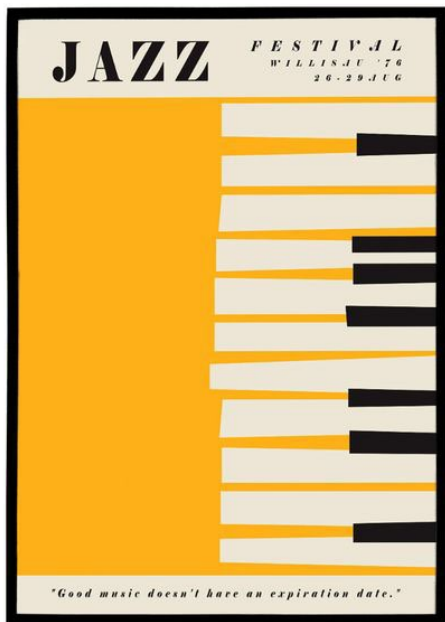
I will focus on Ellington's contributions to music. The esteemed composer worked tirelessly to create and invent throughout the duration of his life.

Tone

The tone will be adoring and historical. I would like to leave viewers wanting to see and hear more about Ellington's work.

Visual Style

I would like to emulate the visuals representative of 1930s poster/cover design. To achieve this, I will be using geometric shapes, flat colors, large typography, and sepia tones. Also, I may consider using a mix of color and black & white.





Similar in large typography. Would use more color.