

Creative Brief

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Project Title: Riff Raff Website

1. Project overview

The goal of my website is to be informational and to exemplify Riff Raff aesthetic. He is an icon to say the least so I want the website to reflect that. It's less about his work and his accomplishments and more about who he is as a person and public figure.

2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Riff_Raff_\(rapper\)](https://en.wikipedia.org/wiki/Riff_Raff_(rapper)), as well as some photography. There are a lot of other photographs available on Google Images as well.

3. Audience

This is an informational site, no commercial use unless for some reason someone wants to pay me for ads, that would be great. As it will be included in my portfolio professors and potential employers will see it. It will probably be targeted towards a younger audience since no one over the age of 45 probably knows who Riff Raff is and also definitely no kids either though.

4. Message

I want to focus on Riff Raff as a person and how his style has affected the genre that he is in. I want people to understand truly who Riff Raff is.

5. Tone

The tone here I think should be light and playful, not serious at all, unless it is in a comedic way. Very over the top and nonsensical.

6. Visual Style

Bright colors, pop-y, I want it to be ridiculous but still like classy and well designed. Here are some photos for reference.



