

Creative Brief

Joshua Johnson

11/2/2021

Project Title: Chance the Rapper Website

1. Project Overview

My goal for this website is to give general information about Chance the Rapper, but more specifically, I want to engage with the nuances and intricacies of his life and his music. I am looking to show what makes Chance, Chance. I want it to address some of his downfalls but not harp on them, appreciating the positive aspects that come from his music, community engagement, etc.

2. Resources

The majority of the textual information and some images will be from/informed by https://en.wikipedia.org/wiki/Chance_the_Rapper. I will also likely find other photos on Google.

3. Audience

This site is informative with links to different content and related organizations' sites, but it will not be commercial. It will likely go in my portfolio, so I want it to be at least somewhat professional. I think the main audience of a site like this would be people who listen to hip/hop and R&B music or people who generally want to learn more about Chance. This ranges from teenagers to adults, mostly in their 20s and 30s. Anyone could feasibly gain knowledge from this site though.

4. Message

I'll probably end up focusing on the different personal elements of Chance that permeate and inform the overall topics. A lot of the things Chance does and the content he puts out is a direct reflection of himself, and I want to convey that in the site.

5. Tone

I feel like the tone will be positive and optimistic overall. I want to convey a fairly jovial vibe but not overly cheery; all of Chance's story isn't happy per se, but I want to focus on the positive. I want to focus on Chance as a person and how his life informs his content and decisions.

6. Visual Style

Part of me wants to have each page mirror the design of each of his main four mixtape/album covers. I don't know if this would seem too disjointed though. Another part of me wants to have a Chicago flag color scheme and have the text choices mirror the albums more. I'm not sure which direction I am leaning more towards. I'll more than likely have an applicable picture of Chance on each page too, and the pages may also grow up with Chance. The sites might overall be built something like a playlist in style or the back of an album, I'm not sure yet. Here are some pictures of albums and topic photos for reference.

