Creative Brief:

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Project Title: Vogue Dance Website

1. **Project Overview**

   The goal of this website is to inform the viewer as to what the dance actually looks like, as well as the vibrant history behind it and how it has influenced pop culture for decades.

2. **Resources**

   Copy can be found here: https://en.wikipedia.org/wiki/Vogue_(dance) - there are some photos here but I'm sure you can find many more photos and videos with some google searches.

3. **Audience**

   This website will be viewed and critiqued by professors, as well as students in our class that click on uploaded links. Outside of sam fox students and faculty, the website's audience could be really any age, but most likely younger members of the LGBT community wanting to learn about the queer history of this dance.

4. **Message**

   I want to focus on the vibrant history behind this dance form. It is uniquely tied to popular culture as well as queer culture, so I think there's a fascinating story that the viewer would be interested in. I also think emphasizing the actual movements, through photography or video links, would provide some important context and be visually dynamic.

5. **Tone**

   I think the tone should be playful and self-aware. This dance is firmly rooted in drag queen culture, which is known for being campy, flamboyant, and self-aware. There's some important history behind the dance, but that doesn't mean it has to be somber or serious.
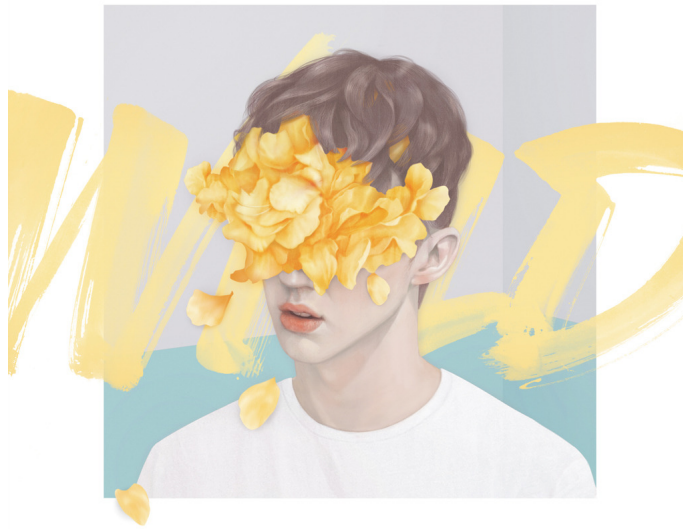
6. **Visual Style**

   I have a couple ideas for how this website could be designed.
   1. Black and white (think the Madonna vogue music video), but have accents of light pink (either in titles or the text itself), with a bold, sans-serif font.

2. Color Scheme of a light pink background and purple. Titles could have a display font with a brush-like texture, conveying the drastic movements within the dance. This example is more geared towards display type choice, but not towards color scheme.