

Creative Brief

Callie Samton

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Project Title: Tame Impala Website

1. Project overview

The goal of my website is to present information about Tame Impala in a way that encompasses the impact of their music. I want to be especially attentive to the genre (psychedelic) and the discography, providing website viewers with extensive knowledge on Tame Impala's accomplishments and sound.

2. Resources

Wikipedia Page: https://en.wikipedia.org/wiki/Tame_Impala. A lot of pictures are available here, as well as on the official page, Google, and Instagram.

4. Audience

This site is mainly informational, though it may come off as slightly commercial due to its highlighting of the artist's music. The website's demographics aren't too strict, but there is probably a focus on those who actually listen – probably teenagers to middle-aged adults.

5. Message

I want to focus on Tame Impala as a modern day music phenomenon. It's important that website viewers understand the reach of their music, as well as the immense success of its experimentalism.

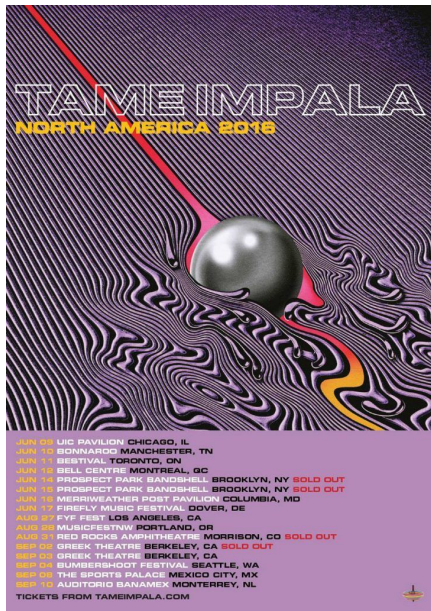
6. Tone

The tone of this website would be best labeled as "funky." Tame Impala is a weird band with weird music – the site should encompass that. It can be fun, experimental, groovy, psychedelic, etc.

8. Visual Style

For visual style, I'm leaning towards an almost music-festival poster vibe. I don't want to make the theme of the website one of the Tame Impala albums, because the point isn't to spotlight one aspect of the discography. By basing the website on poster design, I can incorporate aspects of Tame Impala's music (such as their crazy patterns and bold colors) while making the overarching theme "psychedelic." Just a note about the examples below – obviously, these are pretty hard to work with. I think the main elements I'm interested in are the patterns and overall sense of strangeness.

If these are too difficult, I would also approach it through the lens of their live performances. These often feature neon lights, haze, and silhouetting – also featured below.



Sorry if this one hurts your eyes ... it's cool but I can't see!

