Creative Brief

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Project Title: Clipping Website

1. Project Overview
   a. The goal of this website is to be a general introduction to the band. Users should walk away with an understanding of the band's history, members, music style, and popular music.
2. Resources
   a. Original Wikipedia site: https://en.wikipedia.org/wiki/Clipping_(band). I will also use photos of the band members and their album art found on Google Images.
3. Audience
   a. This page will remain strictly informational. My audience are the IF instructors. Potentially, I will show this to prospective employers or other WashU faculty members. For this reason, I will use simple, non-academic language in order to convey my topic's content clearly.
4. Message
   a. I would like to focus on the messages clipping. sends in their songs. They mainly use their songs to speak on current world topics.
5. Tone
   a. The tone here will be pretty static. There will be no use of emotional language, and, because of the political nature of some songs, I would like to remain unbiased (think a general news source).
6. Visual Style
   a. I would like to mimic clipping's album art style which uses minimal colors and abstract art. I will use very few, maybe only 3 colors, across the entire website and keep the external photography strictly to pictures of the band or album covers.
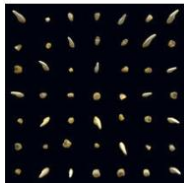
REMXNG 2.1
clipping.

REMXNG 2.2
clipping.

REMXNG 2.3
clipping.

REMXNG 2.4
clipping.

Visions of Bodies Being
Burned
clipping.

Double Live
clipping. With Christopher
Fleeger

There Existed an Addiction
to Blood
clipping.

Splendor & Misery
clipping.

This is the cover art for some of clipping's albums. As you can see, they are mostly black and white which is an element I would like to incorporate into my website.