

Creative Brief

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Project Title: David Bowie Website

1. Project Overview

- a. The goal of this website is to be informational, and to present the timeline of David Bowie's personas. By looking at Bowie through the angle of his different personas (and organizing them in a clear way), this website hopes to illustrate his complex person and influence on music and culture.

2. Resources

- a. Copy is available at the Wikipedia links detailed for each page on the content outline (each page has more specific copy – this is to make it easier than piecing through the full David Bowie Wikipedia website!) Imagery is available on these Wikipedia pages as well as on Google Images.

3. Audience

- a. This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. Demographic information could be all across the board, and the website should include enough background information/context to make it accessible to all ages.

4. Message

- a. I would like to focus on the complexities of David Bowie and the impact of his music and personas on various genres, refuting gender binaries, and reimagining rules.

5. Tone

- a. The tone here should be experimental and showcasing variety.

6. Visual Style

- a. I am thinking a more minimalistic (in color/structure black/white/or limited color) style for the structure of the site, so that the images can be highlighted and there can be an emphasis on the costumes/characters. But experimental/playful in terms of buttons, hover states, etc! The navigation could be done through a "timeline" structure on the homepage, rather than a top/side bar. Here are some pictures of inspiration or ideas:



b.



c.

1985
THE BIRTH OF A UX DESIGNER

2005
1ST FREELANCE JOB

2006
INTERN SEQUENTIAL

2007
INTERN AMERCOM

2009
DESIGNER I-ASPECT

2010
DESIGNER ORANGE TALENT

2011 - PRESENT
DESIGNER TRENDWERK

PETER HOL

UX PORTFOLIO & MORE

As you might have guessed that's me: Peter Hol. I'm a dutch graphic designer living in a small town just across the border in Germany. Currently I'm working as a WordPress web designer at a Trendwerk. Below you'll find a feed of my latest Dribbble shots. Also feel free to get social or get in touch.

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7.

