

Creative Brief

Dongyoon Lee

13/11/19

Project Title: Yuna Kim Website

1. Project overview

The goal of my website is to praise Yuna Kim's careers and provide information. Her career includes not only her career as figure skater, but also her works after her retirement

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Yuna_Kim and photography on <https://www.flickr.com/photos/queenyna/page12>

3. Audience

The audiences are my instructor, peers, and any other possible audiences who want to know about Yuna Kim. It might be included into my portfolio, so employers are possible audiences too.

4. Message

The main focus would be on Yuna Kim's career as a figure skater. Secondary will be her career after retirement. This is more likely an homage website to Yuna Kim.

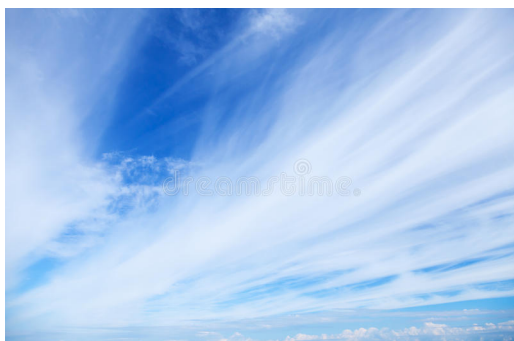
5. Tone

The tone of the website will be gentle and respecting. Website shows Yuna Kim's windless but firm personality.

6. Visual Style

My instinct on color is using sky blue, bright silver, and black. Those are the colors representing Yuna. Pastel blue, pink, and dark purple may work too. I want the texture of the background to be either icy or windy.

Some reference images are:





^I like the colors on this image



^This is brighter than what I had thought of. Bright colors may be used on other pages. I prefer more pastel colors on front page.



^The image that comes into my mind when I think of her is this. I like the color schemes here.





^I think this image is most relevant to the background image that I have thought of.

