Creative Brief

Nora Perry

Project Title - The Soulquarians Website

Project Overview
My website will contain multiple pages to introduce people to the Soulquarians, their history, legacy, members, and music.

Resources
Copy is at https://en.wikipedia.org/wiki/Soulquarians and images can be found on Google and Pinterest.

Audience
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. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.
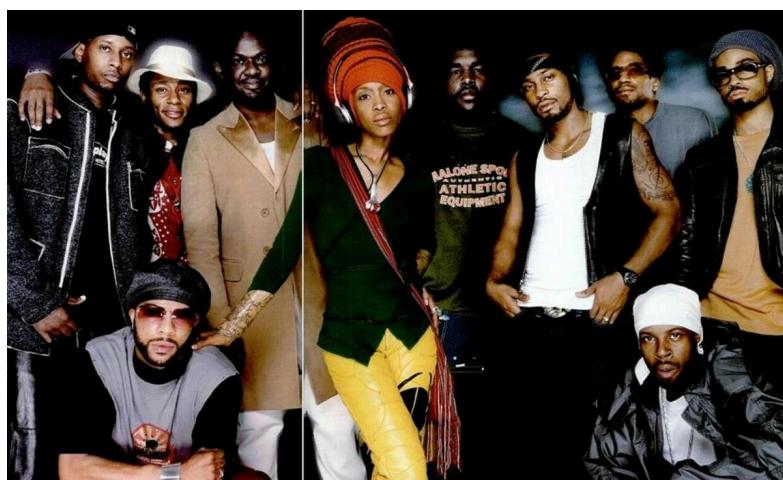
Message
I want the website to be informational with a focus on the music and exceptional creative energy of the group. I also want to emphasize the legacy and influence of the group.

Tone
The tone should be professional and historical but not pretentious or inaccessible. Easy to understand but still conveying the importance of the group.

Visual Style
The visual style should use imagery of the 90s and 2000s when the group was active, with an emphasis on black culture, hip-hop, and r&b. Warm colors, browns, oranges, yellows, and greens. Lots of in studio pictures as well.

*spark-online

*index

*spark [main]
media
trends
discourse
e_society
misc.(ing)
digital gallery
submit an article
[about] *spark

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*archives
issue 1.0 (oct99)

*spark-online >> [exploring electronic consciousness]

media   film | television | on-line

*television>>...as the digital transition swirls into
our lives at hurricane force, it's important to
remember that most of the mass media stories
about technological change are generated from...

by frank beacham

trends   comics | education | y2k

*y2k>>...the real party is one where twelve
thousand aesthetically pleasing extras gather at a
massive parking lot to watch eight girls in hot-
pants dance in synchronization.

by john wesley

discourse   communicating electronic consciousness

*e_consciousness>>...in communicating alone, we
become conscious of our loneliness. And it is this
loneliness, that is at the root of much of our
present social unease.

by robert delamar

e_society   art | religion | politics | economics

*economics>>...PCs are becoming so
commonplace that I expect we'll soon see them
priced by the pound at the local supermarket

by stephen wacker

misc.(ing)   short story | writing life

*short story>>...mine was a life full of external
links and internal oblivion. Outside there was html
schizophrenia, erogenous email etiquette...

by mark amerika

"the clash of ideas brings forth the spark of truth"

*contact us
feedback?
submissions?
questions?
editor?

[INFINITE RACE]

..WE.ARE.A.DEFINITE.THREAT..

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portfolio
THE COLLECTIVE WORKS OF DREW EUROPEO

PROJECTS //
BUYHIPHOP
THE HYPE
TANBARTSPLEIN
PHARMING
SUN-IT
NEKTREX
PLAYHUT
PLAYHUT ENTERTAINMENT
TUXEDO WORLD
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MOSSIMO PHILIPPINES
SHEA FASHIONS
UMMBC
MALIBU SOUND MUSIC PRODUCTION
MOONWERKS
HOMES
RK MANUFACTURING
8TH ORBIT
JELLA
TODAY
PHILIPPINE WEB AWARDS
TUP, COLLEGE OF ENGINEERING
DEVELOPMENT BANK OF THE PHILIPPINES, COOP
FABIENNE

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SERVICES //   corporate identity, design development, flash development, website development, print collateral

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EVERY DISCIPLINE, AND BRING IT DOWN TO STREET LEVEL, WHILE GIVING THE
MARKET SOMETHING ORIGINAL TO WEAR.
PART OF THE PROFITS WILL GO TO THE DERUSH FUND WHICH IS DEDICATED TO
HELPING DESIGNERS.

NEW SHIRTS BY JENS KARLSSON FROM CHAPTER 3 AND ED TAYLOR FROM AJS.

errahc

OUR MONSTER POSTERS...

SUBMIT YOUR LINK TO
OUR LINK SECTION.

REGULAR UPDATES

>22-04-03
Hi again! We have gone
through our stocks and
realized that we have hardly
any tshirts left, so if you have
been thinking of buying one,
then get one now. We will
soon slice the price in half on
our posters so stay tuned. As
i mentioned earlier the quality
of these posters are
incredible, so it's a actually
total bargain. Anyway, see
you soon!

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