

Creative Brief

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10/29/24

Project Overview

A website to present Vivienne Westwoods early life, career success, designs, and legacy.

Resources

https://en.wikipedia.org/wiki/Vivienne_Westwood

Audience

The audience will be my teachers and peers, as viewed in my portfolio.

Message

I want to highlight Vivienne Westwood's strong visual language and aesthetic on the website. The website should be informational not only about Vivienne Westwood the person, but also the brand.

Tone

The tone will be a celebration of her career and her company's legacy.

Visual Style

Westwood has a powerful visual language. She plays with rich color tones, plaid, lace, and corsets. Her Clothes are full of whimsy, play, and grunge, which the site should reflect.

