

## Creative Brief

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### Project Title: The Killers Website

#### 1. Project overview

The goal of my website is to emulate The Killers' brand and create a pleasant experience for an audience looking to inquire about the basic details, whereabouts and projects of the band.

#### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/The\\_Killers](https://en.wikipedia.org/wiki/The_Killers) and at <http://www.thekillersmusic.com>, "shop" content can be found at [https://shop.thekillersmusic.com/?utm\\_source=www.thekillersmusic.com%2F&utm\\_campaign=TheKillersWonderfulWonderful20171027&utm\\_medium=](https://shop.thekillersmusic.com/?utm_source=www.thekillersmusic.com%2F&utm_campaign=TheKillersWonderfulWonderful20171027&utm_medium=). There are photos and graphics available on Google Images as well.

#### 3. Audience

This webpage is to appeal to the band's listeners (thus those that would be inclined to visit the site)- the age range is wide given the band is approximately 15 years old, but because it began in the early 2000s it can be assumed that current listeners would most likely be of the 1990's generation (those that grew up with it).

#### 4. Message

I'd like to focus on the aesthetic qualities of the band, and for the webpage to speak coherently and cohesively to the sound of The Killers' music. A confident, graphic treatment of images and type would seem most appropriate.

#### 5. Tone

The tone here I think should be quite bold. A moody atmosphere would probably be most effective given the qualities of the band members and their music. Refer to past album art - there is quite a selection of approaches when it comes to their use of imagery, but their consistent logo-album title relationship is worth noting and possibly imitating. Their albums' and members' looks veer early-2000s in appearance.

#### 6. Visual Style

There are a few ways in which this can be taken, especially because of how much their image visually has evolved. Because their most recent "Wonderful Wonderful" (2017) album is more digestible in its relatively understated tone, I believe this would be the easiest (and most visually-appealing) direction to take. However, the band's current website already uses this approach so it may become too derivative. The Killers' "peak" was during the time of "Hot Fuss" (2004) and "Sam's Town" (2006), so speaking to this time frame's aesthetic may prove more pertinent and easily-relatable for the website's projected audience.



the KILLERS



