

Creative Brief

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Project Title: Seventeen

1. Project Overview

- a. I want to give factual information about my favorite K-Pop group by providing a general overview of their journey from debut to now.

2. Resources

- a. [https://en.wikipedia.org/wiki/Seventeen_\(South_Korean_band\)](https://en.wikipedia.org/wiki/Seventeen_(South_Korean_band)), <https://carat.fandom.com/wiki/SEVENTEEN> I can use copy from these sites (as well as from my brain) and use images from Google Images.

3. Audience

- a. My audience would be my professors and people who want to know more about Seventeen and become a part of their fanbase.

4. Message

- a. I want to share Seventeen's inspiring story of rising to fame and about their music for people who don't know, as it was something that helped me when I was in a dark place.

5. Tone

- a. I think the tone would be lighthearted, just like the image of Seventeen.

6. Visual Style

- a. Seventeen has representative colors and shapes, so I would want to include that in the design. I want it to look aesthetically pleasing and "cute."

