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Project Title: Frank Ocean Website

1. Project overview

My goal is to present Ocean's background and general story, but in a way the highlights his vision and artistic tendencies. He is also pretty mysterious and out of the public eye, so I see this as being a helpful resource to fans. I want to capture his efforts to defy social norms and produce and release in unconventional ways.

2. Resources

Wiki Page: https://en.wikipedia.org/wiki/Frank_Ocean

Will also use photos from other sites.

4. Audience

This site will be for fans and purely informational. It will be part of my portfolio and visited by members of my class and my instructor. The audience will be relatively young to middle-age.

5. Message

I would like to make a statement about Ocean's larger impact on modern day music. I want to highlight Ocean's urge to break boundaries and do things his way (i.e. didn't submit albums to Grammys, doesn't do traditional promotional tours for music)   He is a visionary and icon of his day, yet remains quiet and somewhat out of the public eye (he keeps the focus on what he produces, not on himself and his fame). This page will thus bring light to his talents, success, and contribution to the music industry and beyond.

6. Tone

The tone will be a bit more melancholy, like Ocean's music. Nothing will be too poppy or distracting. Simple, minimalistic, with focus on texts and images.

8. Visual Style

I want the images and aesthetic to match Ocean's most recent album, blond. Overall, the style will be modern, sleek, and minimalist. I see two routes based on the somewhat emo and angsty

vibe in his music on the album. Both will include retro and dated images and references referencing the theme of nostalgia that permeates his work.

→ faded/muted light pinks and blues and yellows, for an almost childlike/fairytale feeling (nostalgia!)

→ balck and white, bold thick chunky letters, green accents. More modern feel.