Creative Brief

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Project Title: Jungle Music Website

1. **Project Overview**
   a. My goal for the introduction page is to introduce the content using a clean layout and variety of images. I want to emulate the 'underground' nature of jungle music's history, perhaps incorporating darker colors including green and blue, however ensuring the design is not too on-the-nose with the aesthetics.

2. **Resources**
   a. Link to Jungle Music Wikipedia page: https://en.wikipedia.org/wiki/Jungle_music
   b. There are few photos on the Wikipedia page. More relevant pictures can be found here and on Google Images:
      i. https://mixmag.net/feature/jungle-rave-book-photos-photography-reload
      ii. https://www.redbull.com/gb-en/11-photos-story-of-uk-drum-n-bass

3. **Audience**
   a. The audience for this page is jungle music fans who are interested in getting a sample of jungle music's history, broader music listeners who are interested in contemporary music history, and perhaps people who were raised in the 1990s or more recently. Considering the condensed nature of the website, it is not intended for an exceptionally deep, academic reading of the genre.

4. **Message**
   a. I want to bring appropriate attention to the black origins of the genre despite its appropriation by other cultures since its creation.

5. **Tone**
   a. My goal for this website is to have an informative and educational feel that documents the history of the genre. I'd like there to be a visual tone that feels relevant to the music, which I detail further below.
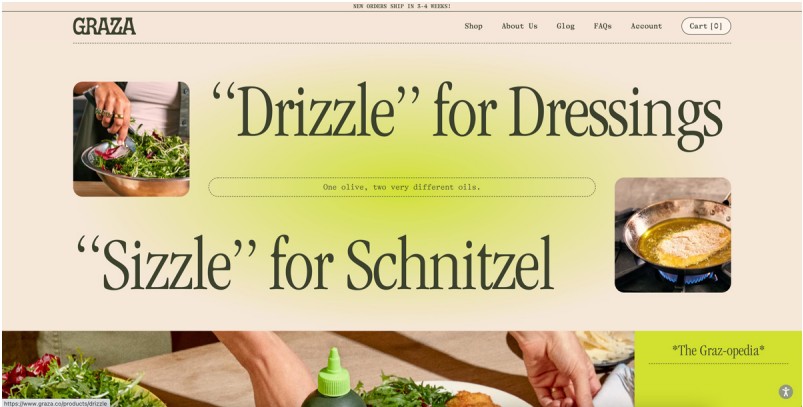
6. **Visual Style**
   a. Jungle music has historically been energetic, experimental, and underground. I'd like the style of the website to reflect this via darker colors compounded with a
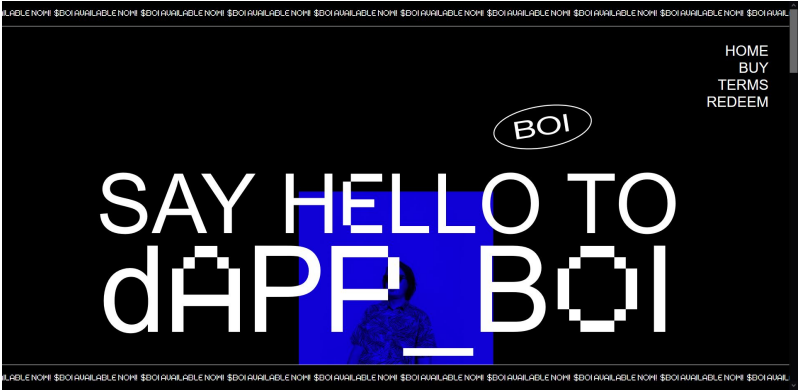
few neon motifs. I'd like the website to include images from jungle music events, but also event posters and record/CD designs, as I believe these primary sources give an accurate representation of jungle's historic visual language.

b. Below are some inspiration photos. I'm interested in the cleanliness and graphic techniques in them. The color scheme and content are less relevant. I also like how they draw on 90s Internet aesthetics that have very simple backgrounds.
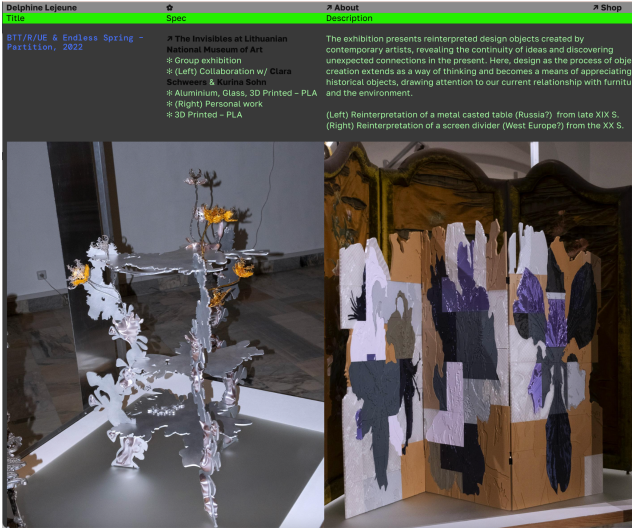
i.

ii.

iii.

MONOLITO

VER: TODO [63]   RECOMENDADAS [31]   ÚLTIMAS [10]   2020s [15]   2010s [48]

Lamb Lamb	**Dirección** Valdimar Jóhannsson **Reparto** Noomi Rapace Hilmir Snær Guðnason Björn Hlynur Haraldsson	2021 Islandia / Suecia 1h 46m	Es recomendable experimentar *Lamb* evitando cualquier tipo de información previa. Aceptar su extraño universo como lo que es, una fábula sobre poderosos instintos humanos, dependerá del espectador. El atrevimiento y originalidad de su director son, sin embargo, innegables. ★★★☆☆ **Ver Trailer ↗** Valdimar Jóhannsson / Drama / Fantasía / Terror

The Green Knight El caballero verde	**Dirección** David Lowery **Reparto** Dev Patel Alicia Vikander Barry Keoghan	2021 USA 2h 5m	Con una exquisita propuesta artística pero errático ritmo y dilatada duración, David Lowery convierte la mítica leyenda artúrica de *Sir Gawain and the Green Knight* en un emocionante relato existencial de maduración, valentía y honor. · · · · ·

iv.