

Creative Brief

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Project Title: Chanel No. 5 Website

1. Project overview - The goal of my website is to be generally informational, but ultimately structure a learning environment about a culturally and aesthetically important perfume around the design of the bottle itself.
2. Resources - Copy is available at https://en.wikipedia.org/wiki/Chanel_No._5, as well as some photography. There are a lot of other photographs available on Google Images as well.
4. Audience - This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience will probably more towards people interesting in the intersection between fashion and design.
5. Message - I'd like to focus on the creation and look of the bottle and product more so than how it was marketed. I think that stuff is important, but I'm more taken with highlighting the product design and how the vision of Gabrielle Chanel came to life.
6. Tone – I think the tone should be very sophisticated and trendy. I want the site to be minimal like the bottle design was, without a lot of extra bells and whistles.
8. Visual Style – I think if the bottle should be the focus of the visual style, with almost a single photograph taking being the main focus of the site. It would be great if the packaging and type choices could really speak for themselves.

