

Creative Brief

Project Title: Les Paul Website

1. Project Overview:

The goal of this website would be to inform. I would want to educate people on what a les paul guitar is, why it is important, and how it is a work of art.

2. Resources

- a. https://en.wikipedia.org/wiki/Gibson_Les_Paul
- b. <https://www.gibson.com/en-US/page/gibson-les-paul>
- c. <https://www.guitarworld.com/features/gibson-les-paul-evolution-timeline-1952-to-1978>

3. Audience:

The audience would hopefully be people who don't know much about guitars and the intricacies of music in general. The goal here would be to educate people of all ages. Given that music is timeless and impacts everyone at some level, the audience could be anyone interested in learning more about the guitar, as this guitar is very common and highly used, but very well respected and appreciated.

4. Message:

The message will hopefully communicate how well-built and developed these instruments are. They are a work of art before you even play them. Most of them are hand-built and hand-painted and have gone through many sets of hands before they end up in the musicians. Additionally, I would like to communicate how much of an impact this particular guitar had on all of music across the board.

5. Tone:

As for the tone, I want to revere the guitar and effectively communicate its beauty and quality. Additionally, I want to inform people how important this specific guitar was and still is. The tone will venerate and honor it.

6. Visual Style:

I want the page to feel vintage and like its from the 70's. Its going to include a lot of imagery of people playing it and old concert photos. Maybe treat the site more like an old band poster and use cool wavy fonts with bright psychedelic colors.

Additionally, the most famous color scheme front he guitar is the sunburst which is known for its very bright yellow and red contrast, so I think I will try and stick to those colors as they are most similar to the colors that are so iconic.

Sample Imagery:



