

Creative Brief

Florina Yu

Project Title: Acne Studios Website

1. Project overview

The goal of my website is to present a not only informational but more of a presenting and an aesthetic webpage that shows the growth of the brand and its pieces.

2. Resources:

On the https://en.wikipedia.org/wiki/Acne_Studios site and also their own website www.acnestudios.com

3. Audiencies

The site should be served as a promotional site and could be reviewed by everyone. Its also likely that it would be shared to the instructors since it's an assignment. But it should be targeting audiences who are interested in fashion.

4. Message

I want to be focusing on the aesthetic and the brand's understanding. Also on creating an aesthetically appealing site. The page could be including the timeline of the brand and some information on the designer.

5. Tone

I wanted the tone to be simple but should be showing the sense of fashion

6. Visual Style

I see the visual style to be fashionable and creative but should also show the simplicity of the brand.