

Creative Brief

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Project Title: Steinway and Sons Piano Website

1. Project Overview

The main point of this website is to showcase Steinway and Sons' piano in an elegant and informative way. Their pianos are top-of-the-line and are highly respected among all pianists. They deserve a website that highlights why they're so special and their beauty.

2. Resources

The Wikipedia site contains a lot of relevant information but lacks pictures of the pianos. There are many high-resolution pictures on the Steinway and Sons website, along with specific pictures of the different components of the piano.

3. Audience

The intended audience for this website are for people interested in learning more about pianos. Hopefully, most people who visit this site are pianists who are curious about the different products Steinway and Sons have to offer.

4. Message

I want this site to really emphasize why these pianos are so awesome and deserve respect. Hopefully this site convinces others to purchase a Steinway if they can somehow afford it.

5. Tone

This site should be informative and sleek. I want the site to have a classy feel, while also being informative on why Steinways deserve all the respect.

6. Visual Style

I want to have the visual style for this website be classy and elegant. I want the style to be simplistic but pristine. I think using black and white is a must, along with hints of bronze-

gold and red, as most of the pianos have small amounts of those colors. I also think I could get creative with making the website interactive like a piano. For example, we could set up some of the content like string and hammers, and when you hover/click on one, information comes out.

I want the main content to be black and white, but the nav bar and maybe headings could incorporate red and gold. The font should be clean and elegant, maybe using a sans-serif that looks like their logo would be nice.

