

Creative Brief

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Project Title: *LGBTQ Culture in St. Louis*

1. Project overview

The goal of this website is to showcase the general history of LGBTQ culture in St. Louis. This includes important milestones in the movement, people of significance (activists, pioneers, etc.), "gayborhoods," and various organizations and community institutions. I want to focus on the people of the movement.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/LGBT_culture_in_St._Louis. There aren't images on the Wikipedia page, but there are a lot of other photographs available on Google Images. I think it'd be best to find high resolution images.

4. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This might 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 won't likely include children, or people of higher than retirement age.

5. Message

I'd like to focus on the legacy that the people of this movement have left behind and continue to support. Especially because of St. Louis's complicated history, I think it's important to recognize forgotten idols and pioneers that pushed the social norms and fought for LGBTQ rights/normalcy.

6. Tone

The tone here I think should be historic and moving. I don't think it should be playful or fall into the cliché trap of rainbows and saturated colors. I think there should be color but it should be more purposeful in its usage. The website should be respectful of the hardships of the LGBTQ but also celebratory of how far the community has come. In this way, I think creating a balance between seriousness and showcasing pride will be important. This might mean that the images are in black and white with colorful accents, etc.

8. Visual Style

My instinct is to go one of two ways –

1. Black and white images with punches of color here and there. This might mean that the display type is of color but the images and body copy are not. I think manipulating the black and white images and bringing in some overlay of color/collage could work well. It should look elegant and respectful in this way while incorporating some color. Should have a largely informative feel.

2. A more colorful display using slab serifs and some type as image. Emphasizing the images and even pull out quotes to mimic a feeling of pride. It's important to not make this look too over-the-top. This visual option is more or less the first idea but amped up in color and playfulness.

Here are a couple of jpgs and links of inspiration or ideas. Maybe something in the same vein as these.

<https://www.lacma.org/>

