

Creative Brief

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Project Title: Sade Website

1. Project Overview

The goal of my site is to portray the work of Sade in a clear and effective way as well as provide some information about her as an artist. I would like to highlight different points of her career and also how she has affected artists that have succeeded her.

2. Resources

Sources that I plan to use include [https://en.wikipedia.org/wiki/Sade_\(singer\)](https://en.wikipedia.org/wiki/Sade_(singer)) for the main source of text, <https://www.sade.com/>, <https://www.nytimes.com/2017/10/25/style/sade-sade-sade.html> for additional information, quotes and also additional sources for images as well.

3. Audience

I expect the site not to be used for commercial use, but for informational purposes only- I would like for it to be an engaging experience for all audiences who want to learn more about Sade's body of work. I expect the user demographic to span from existing fans to curious visitors.

4. Message

I would like to primarily focus on conveying Sade's musical bodies of work and her influence on pop culture and other musical artists.

5.Tone

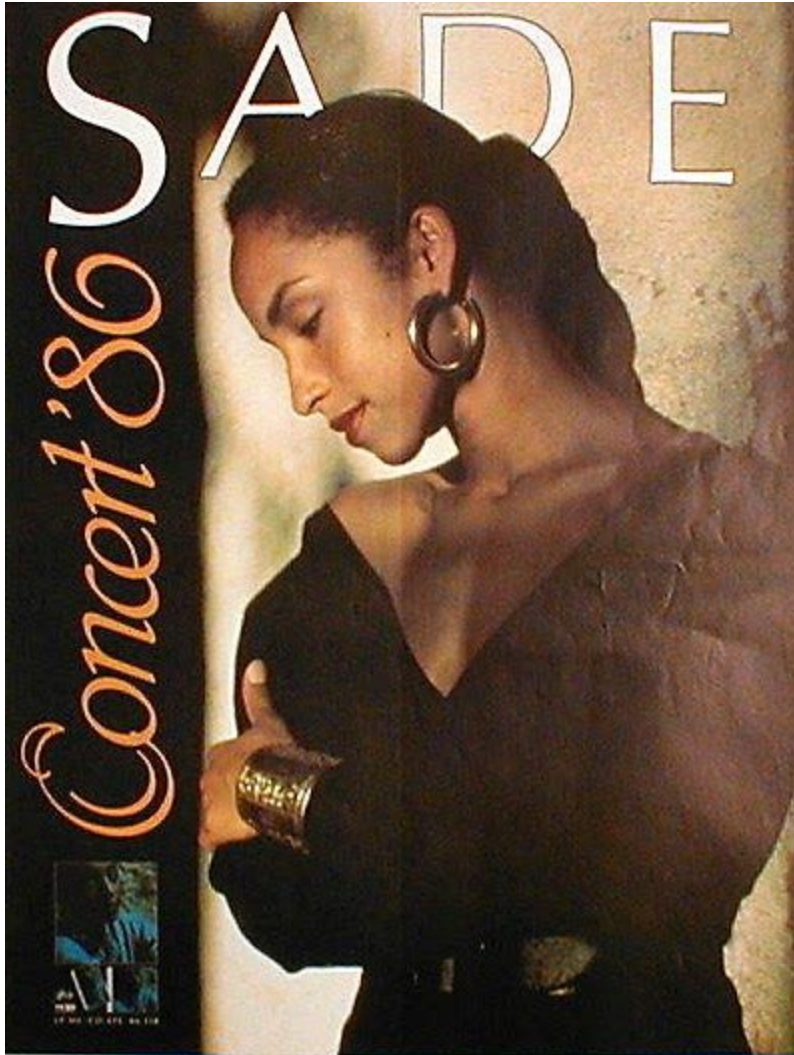
I think the tone that I want to convey is a play between dynamic and minimal- I want to take visual cues from her album covers and old posters where the typographic treatment is engaging and dramatic.

6.Visual Tone

I want to pick up some of the visual language that can be seen in Sade's album covers, posters, and other references that I can find from that era- there's a lot of desaturated colors and simple image treatment with bold and expressive type and a play of negative space.

Visual References





SADE

Concert '86



Freitag 20 Uhr
7. März '86
Essen
Grugahalle

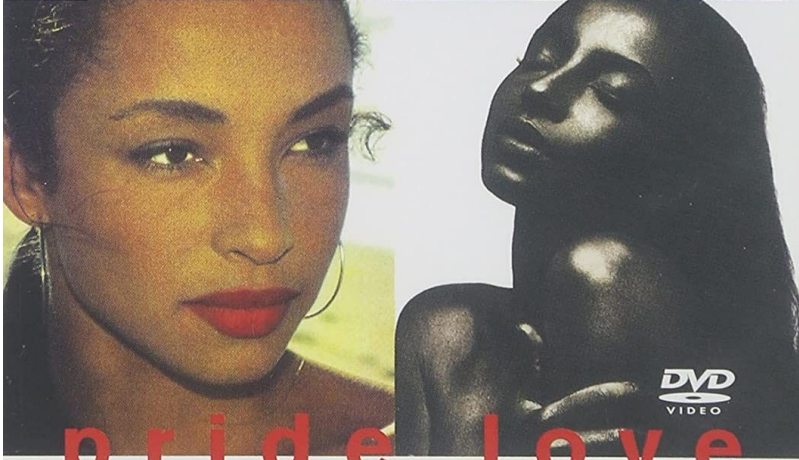
7.+15.3.

Samstag 20 Uhr
15. März '86
Köln
Sporthalle



s a d e

life promise



pride love

DVD
VIDEO



BOILER ROOM, NIGHT DREAMER
& WORLDWIDE FM PRESENT

THU 2ND APR

STREAMING 
FROM ISOLATION

A LIVE PERFORMANCE FROM THE HOME OF:

16:00

*Greentea
Peng*

(GMT)
BOILERROOM.TV

WORLDWIDEFM.NET