Natalie Hench
Met Gala Website Creative Brief

Overview

The purpose of this site is mostly to show visuals from the Met gala- a combo on behind the scenes at the actual party and the red carpet photography. There will be a main page which explains what the gala is and is more informational. The other three pages will be mostly images from the past three met galas and information about what the theme was at each one.

Project Resources

- Overview https://en.wikipedia.org/wiki/Met_Gala
- 2017 theme source:
  https://www.vogue.co.uk/article/the-met-gala-2017-theme-comme-des-garcons
- 2018: https://www.vogue.co.uk/article/met-gala-2018-details-revealed
- 2019: https://www.glamour.com/met-gala

Audience

The audience for this site is people interested in fashion, celebrities and pop-culture. They are looking for high quality images of what their favorite stars are wearing, as well as a fun and decorative website in general (since so many media outlets post articles showing all the red carpets look.

Message:

Focus on the creativity and artistry in the clothes and the themes themselves. The aim is to highlight a fun night out in the hollywood/fashion industry.

Tone:

Relaxed and easy tone, informational but not overloading the viewer with too much. Something made for casual viewing, but also showing the details of the clothing for people interested in the designs.
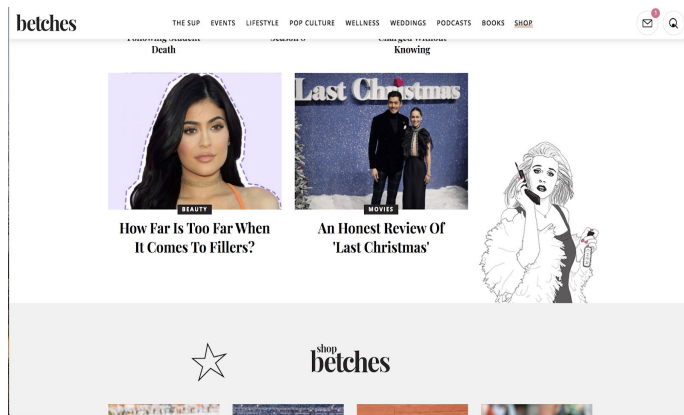
Visual Style

Two possible directions: One is to use bright colors and fun typography with lots of personality. The other is to have a really minimal approach to the design and let the images do most of the work. Specifically with images that take up the entire page.
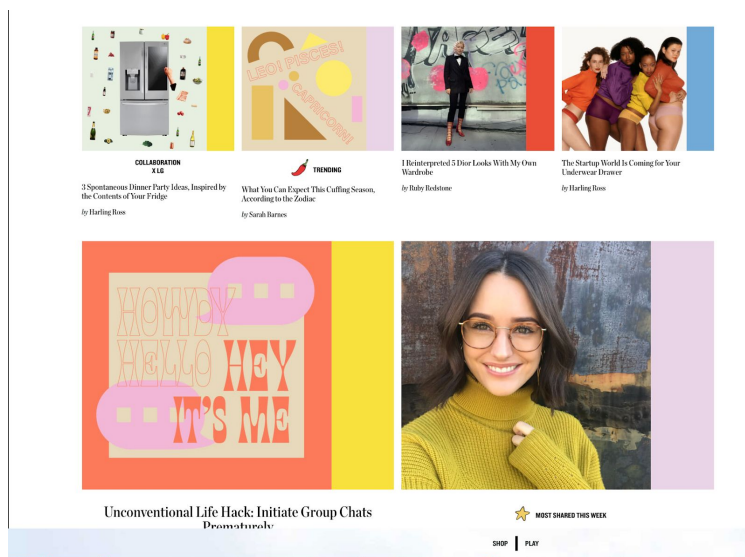
The navigation bar could be on the top or side (visible on all pages).

Examples of more fun and decorative approach:

https://betches.com/

https://www.manrepeller.com/

Examples of minimalist approach:

- https://balletbc.com/
- https://kylieskin.com/