

# Creative Brief

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Project Title: Yves Saint Laurent

## Project Overview

- I want this site to focus on Yves and the legacy he left for the fashion industry. I want this site to look clean and also personal/intimate so the viewer can really understand him as a person, his design philosophy, and why he did what he did.

## Resources

- [https://en.wikipedia.org/wiki/Yves\\_Saint\\_Laurent\\_\(designer\)](https://en.wikipedia.org/wiki/Yves_Saint_Laurent_(designer))

## Audience

- This site will be targeted towards the general public who has an interest in the designer and his work. It'll be relatively easy to access but won't be commercially promoted.

## Message

- The overall intent is for people to learn more about the designer himself rather than just his brand YSL. This is why I decided to include both his background and early fashion pursues--so that people can understand why he was influential/successful.

## Tone

- For the tone of the site, I want it to be relatively casual and informative, but not losing the "classiness" that YSL has. For this site I think the text is equally as important as the content & his works, so probably choosing a more fluid type would help with the tone being more casual but timeless.

## Visual Style

- I want the style of the site to be clean and timeless(as stated above) and match the style of his fashion pieces. I don't want this to look like a YSL site but rather more of a softer take on his work, so his story might seem more approachable. I'm thinking of a tan/beige color paired with black & white, but this can change later.

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