

Creative Brief

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Project Title: Keep Portland Weird Website

1. Project overview

The goal of my website is to be generally informational and to present a niche part of Portland's history that has shaped people's interpretation of the city as a whole for more than 2 decades now. I want it to match the weird and artsy aesthetic of the saying and the city as a whole.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Keep_Portland_Weird, as well as some photography. There are a lot of other photographs available on Google Images as well, and other articles I will include 3 examples: <http://www.keepportlandweird.com/>, <https://fontsinuse.com/uses/62357/keep-portland-weird>, & <https://www.instagram.com/keepportlandweird/>.

4. Audience

The audience of this website is for any interested individual who wants to learn more about Portland and its wacky history as a weird city.

5. Message

I'd like to focus on the Keep Portland Weird movement. I want it to focus less on serious issues or complex topics, but instead on the fun, light-hearted nature of keeping your city unique and interesting.

6. Tone

The tone here I think should be weird, artsy, and aesthetic. Maybe "pop-art" is the right descriptor of the theme & "funky" is the tone of the page. I am not looking to focus on any political messages related to the topic, instead keeping it fun and quirky.

8. Visual Style

My instinct is to go one way – 1. colorful, maybe even a pop-art sort of feel. The important part is that its vibrant and fun

Here are a couple of jpgs of inspiration or ideas. Maybe something in the same vein as these, but not so literal perhaps.



