Eunah Kang
10/31/2023

CREATIVE BRIEF

Project Title: Hatsune Miku

1. **Project Overview**

   The goal of my website is to explain the cultural significance of Miku within Japan and internationally through the internet, giving a brief history of her creation and the fan/ official works that involve her. Songs, art, games, advertisements, merchandise

2. **Resources**

   https://en.wikipedia.org/wiki/Hatsune_Miku, Google and Youtube for images and songs.

3. **Audience**

   The site will be somewhat promotional, as I will be including specific media (primarily songs) that invites people to interact with them. It will be intended for teen-adult audiences who are active on the internet.

4. **Message**

   I want to emphasize her legacy as an iconic character that has maintained high-standing relevance for over 1.5 decades. Along the same lines, I want to show the dedicated fanbase and how this character has allowed people to pursue musical careers, many of which have overwhelming popularity online.

5. **Tone**

   The tone will be fun and upbeat to match Miku's character as a cheerful popstar.

6. **Visual Style**

   Taking the color palette from Miku's design, teal, green, bright pink, black, white, and gray will be important colors to include. The style will be clean, modern, and somewhat futuristic. She is commonly seen with a leek prop, so I would like to make small references to that.

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