

Creative Brief

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Project Title: Introducing BTS

1. Project overview

The goal of this website is to be informational, showcasing BTS's work and impact. I want to give an overview of who the group is and the work that they have produced over the years, touching on their artistry, message, and influence. I know that when I was first becoming a fan, there was so much information on the internet about them that it was difficult to wrap my head around everything, so I imagine that this website could be a base for new or 'baby' fans to get an overview of BTS. This site is not meant to be a comprehensive website about everything BTS has done and said.

2. Resources

Copy is available on multiple Wikipedia pages, but the main page is [here](#). There is also copy that I may use from the band's company website [here](#).

4. Audience

This site will be strictly informational and won't be promoted commercially. It will be part of my portfolio so it's likely that my instructors and prospective employers will see it. Demographic information could be all across the board although the site won't be written or designed for a demographic younger than pre-teenage years. BTS fans are of all ages, races, and genders and anyone could conceivably become a BTS fan, so I imagine an informational website like this one would be useful for people of any age who may want to learn about BTS.

5. Message

I'm interested in conveying BTS's message of hope, dreaming big, and caring and loving oneself. This message appears most obviously and frequently in their music but also appears in their other ventures from bringing joy to fans through their TV shows and their philanthropic efforts.

6. Tone

I think I want the tone of the website to be like that of an older fan (and by older I mean someone who has been a fan for longer) sharing the information about BTS with a young/new fan. Almost like when a friend shares one of their interests with you; I don't envision it necessarily as a friend trying to *convince* you to also like the thing, but more as like they're telling/showing you what is great about the interest they have and you're free to make a judgement about whether you want to delve deeper and learn more from other sources.

8. Visual Style

BTS's *Love Yourself* Campaign was a major part of their message and music for a couple of years between 2017 – 2018 and is a message that resonates throughout their music, so I'm thinking of incorporating the color scheme of the combination album below as well as the line art.



The color purple is also a symbol that BTS and the fandom has used. It has come to represent the brand and the relationship between the band and the fans through the phrase, “*borahae*” or “I purple you,” which was coined by one of the members during a concert in 2016. *Borahae* means “I’ll love you until the end of time” since purple is the last color of the rainbow and so the word combines *bora* (violet in Korean) and *saranghae* (I love you in Korean). I want to incorporate the use of purple and symbols of love into the website.

