

CONTENT OUTLINE

11/1/22

Audrey Engman

PROJECT TITLE: FRANK OCEAN

PROJECT OVERVIEW:

Through 4 different sections, this site will delve into Frank's music while also using the songs and albums as a lens to reference his personal life and story.

RESOURCES:

Information and sources will be from this Wikipedia page: https://en.wikipedia.org/wiki/Frank_Ocean
<https://blonded.co/>

AUDIENCE:

This informational site will be targeted towards young artistically driven Frank Ocean fans. People will come to the site seeking to learn more about him and his music.

MESSAGE:

Frank Ocean is one of the most talented artists of my lifetime. The site should be like a hub of information about him and his brand.

tone:

The tone should honor the mystery behind Frank Ocean and his lyrics. It should not feel fan-girly but more like an exploration and dissection of his work.

VISUAL STYLE:

The visual style will closely mimic the album covers and bright trendy aesthetics of his merchandise. The style will feel very non templative and be a much more unique experience than traditional informational websites.

BLONDE



