

# Creative Brief

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## Project Title: Dior Website

### 1. Project overview

The goal of my website is to show the depth, versatility, and history of Dior. The current website's homepage feels very empty and doesn't initially set the tone of how truly historic and iconic Dior is as a corporation. I want to make sure that my website design, as I stated in my content outline, really gives off the luxurious and historic nature right on the landing page.

### 2. Resources

Current sources that I hope to use:

[Wikipedia page](#)

[Getty Images](#)- Getty has an entire collection of high quality photos of Christian Dior

[Dior Galerie](#) - Current Pop-Up on the history of Dior in France

I have some of my own images from this exhibit

[Dior Website](#) - When sifting through, some of the images are more editorial, which is the "vibe" I'm going for

[MOMA](#) - high quality picture of historical dresses on display

As I go further into development, I will stumble upon further imagery that I will need.

### 4. Audience

This website is not for commercial purpose in any way, but to emphasize the historic nature of Dior. It is likely that future Communication Design professors will view this work. I am not creating a portfolio, so my audience is fairly narrow. Demographic information will vary, but the audience will likely include professors of higher-level education and other students.

### 5. Message

Dior is more than just a brand, it is a symbol of luxury and confidence. I want to remind the viewer that Dior has served as an iconic source for women and has shaped the retail market on a high level. The significance stretches much further than just clothing.

## 6. Tone

The tone here is informational and perhaps authoritative from an easy-to-digest lens. I want to convey the history in digestible yet highly informational, straightforward pieces.

## 8. Visual Style

1. black and white 1950's editorial - lots of the media I have found from when dior was first being defined as a brand are all black and white. Black and white also provides a very sleek feel, which can convey luxury.

2. Muted colors that connect to the product/ historical piece I am displaying, but not bright enough to take away from the images or decorative text. I want the text to be large and choose a Serif font that provides the same editorial feel as "vogue"

Here are a couple of jpgs of inspiration





We are a photography studio  
based in Mexico City.  
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Mexico City

Ana Georgina B.

Founder

Born with a dark-soul inside her head, Noya masterfully captures the essence of people, but most importantly, *ideas*. With more than 10 years of experience as a professional photographer, Noya has trained her eyes' aperture to adapt to every circumstance, be it product, sustainably formed staples, or the ghosts of Christmas past.

[Our services](#)



## Gallery

The travelling journal series has troubled Ana's mind for quite a while. Teachers and strangers mixed with different circumstances make us what we believe in, what we have become.

[View our albums](#)



1941 1954 1961 1963 1964

The Fair Employment Act is passed by President Roosevelt in response to A. Philip Randolph's March on Washington, which protested the racial discrimination of the defense industries.

The U.S. Supreme Court rules against segregation in schools in the landmark *Brown v. Board of Education of Topeka*.

National Urban League establishes an office in Washington, D.C., to keep informed about Washington developments and forge closer ties between the Urban League and both the legislative and executive branches of the federal government.

National Urban Leaguers among the 250,000 people who joined the historic March on Washington, a peaceful demonstration to promote civil rights and economic equality for African Americans. In the same year, under the leadership of Whitney M. Young Jr., the Urban League proposed the "Domestic Marshall Plan" to improve education, employment and social status of African Americans suffering from poverty.

The Civil Rights Act is passed, making racial discrimination illegal in public places.



