

Creative Brief

Big, Black and Beautiful: Braids and Afros in the African Diaspora.

Project overview

- The goal of the project is to elevate black hair and display the evolution of black hair from Tribal hair styles to modern hairstyles and how they are political force. In the project, you want to really highlight black beauty and black womanhood in its many forms. Also project the African diaspora, so all the people shown should come from different countries and time periods.

Resources

You can find the copy at https://en.wikipedia.org/wiki/Afro-textured_hair. There are a plethora of images of black women's hair that can be found on Artstor, Jstor, Black Journals, and a general google search. If you know nothing about black hair or black people here are some links for supplemental reading and video watching. https://www.youtube.com/watch?v=OmpEWeqp_jg
<https://www.independent.co.uk/life-style/afro-hair-never-say-do-this-touch-hair-solange-world-day-relax-alopecia-a7948086.html>

<https://www.youtube.com/watch?v=83Yks5IVJQ>

<https://www.youtube.com/watch?v=zA-zstVmRsk>

<https://blacknaps.org/beginners-guide-natural-hair/>

Audience

The audience is the professors and the people viewing our portfolios. The black community is also an audience that is crucial to incorporate being that Black hair is about black people. You also want to keep a broad conception of who black people are. Black people are not just African Americans. They are afro-Latinx, Afro-European, African, Afro-Asian and those of mixed heritage.

Message

The main message is to show the evolution of black hair and glory the creativity and uniqueness of black hairstyles. We want to display diversity and appreciation.

Tone

The tone of the website should be fun and playful but also serious when it needs to be. Think of Essence magazine and ebony.

8. Visual Style

One route is to incorporate a lot of color without distracting from the pictures too much. While it is a difficult task it can be done.

Another route is to use mainly white and black and choose colorful images. So, the design enhances the contrast of the image.

In general, I want the images to be dominant in the website in general. It is important to really show the intricacy of the hairstyles.

Websites to look at for inspiration:

<https://afropunk.com/>

<https://tvone.tv/>

Images to look at for inspiration:





