

Creative Brief

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Project Title: Baile Folklórico

1. **Project Overview:** The goal of this website is to present the history and variety of baile folklórico in Mexico. It is intended to be mostly informational and should draw out the mixing of indigenous and Spanish influence that has contributed to the dances today.
2. **Resources:** Text content is available at [this page](#) as well as some photographs. Google Images and Youtube can be used to locate extra photos and raw mp3 files (should you need them). Use [this link](#) to convert Youtube videos to mp3 files. I also recommend that you search for images in Spanish instead of English, as this will return better results. If you need help with that, just reach out.
3. **Audience:** The target audience is English-speaking adults who are unfamiliar with baile folklórico and the cultural history of Mexico. However, it is also intended to be seen and assessed by our instructors and classmates. I will likely include this work in my portfolio as well, so future employers may see it. You can expect that the majority of viewers will be at a high school reading level or higher, and are likely to live or work in the United States.
4. **Message:** I want to focus on the rich cultural heritage of baile folklórico. Special emphasis should be applied to the diversity of the dances, the preservation of indigenous elements, and the different kinds of cultural blending that take place within folklórico.
5. **Tone:** The tone I envision is bright, joyous, and celebratory. The majority of baile folklórico is part of larger celebrations or festivals and includes lots of vibrant colors and patterns. I want to convey the beauty and vibrancy of Mexican culture through its dances.
6. **Visual Style:** I would like to incorporate bright colors like the ones commonly used in folklórico costuming. It would also be nice to see some of the popular motifs built into the pages, like naturalistic patterning. Referencing other elements of Mexican culture, like their infamous street art that also uses lots of bright colors, might be helpful as well. See below for some images that indicate what I'm thinking about.



