

Creative Brief

Project: Nail Art Website

★ Overview: The website will be sort of a journey through the trends and innovations in manicures, as well as the history and social implications of nail art through various time periods/places/cultures etc. It'll also include a style guide for users who are looking for a design for their nails.

★ Resources:

https://en.wikipedia.org/wiki/Artificial_nails

https://en.wikipedia.org/wiki/Nail_art

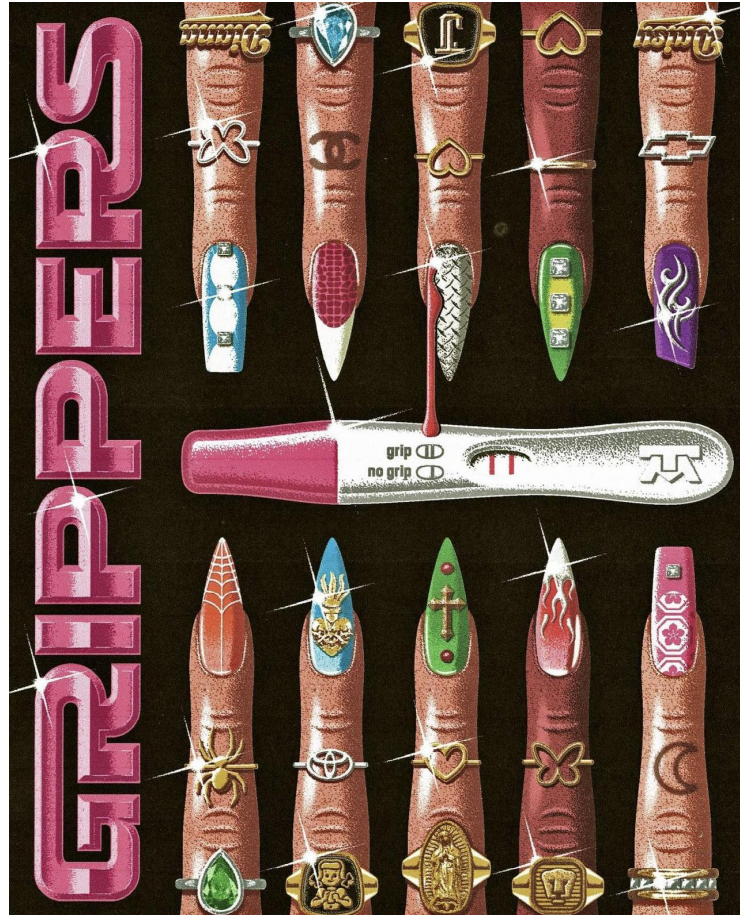
<https://www.harpersbazaar.com/beauty/nails/a44380670/nail-art-history/> Pinterest

★ Audience: The audience could include a large range of people, as nail art is becoming more popular. However, the more elaborate designs are more commonly worn by younger women of color.

★ Message: Presenting nail design as an form of cultural expression through art and fashion

★ Tone: I think the tone should be pretty informational, but not too serious since the site is about creativity and whatnot...

★ Visual Style: Glamorous + colorful. Designs and styles laid out similarly to nail polish swatch books at the nail salon. I think "The Book of Hov" website is a good example of how this can work on a screen. I also like the retro style of some of the images attached. I think these styles could be combined to make a vintage catalog-type vibe..



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Pinky



Ring



Middle



Index



Thumb



Set inspired by ERL VENICE BEACH coat. All polishes used by GelBottle, Inc. Set & graphic by Rayah Noji.

*Frosted
Tips*

Pinky

Ring

Middle

Index

Thumb

Color in Action

by

Frosted Tips

Greatest Hit

Frosted Tips

High Pile rug inspired set. All polishes used by The GelBottle Inc. Set and graphic by Rajah Naji. Frost Yourself!

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