

Content Outline

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Project Title: Marilyn Monroe

1. Project overview

My website's goal is to give an overlook on Marilyn Monroe's life and her role in shaping the ideal of beauty and femininity that was prevalent in the 50s and 60s.

2. Resources Copy

Copy is available at https://en.wikipedia.org/wiki/Marilyn_Monroe, as well as some photography from Google.

3. Audience

This site is mainly for fans of Marilyn, as well as people who want to learn more about how this iconic figure shaped the beauty standards and culture nationally, and globally.

My professor will see it as well.

The demographic is very broad, but most likely seen by teens or older.

4. Message

I'd like to focus on Marilyn, whose pop culture presence can be felt in almost every corner of popular culture, and how her influence still carries even decades after her death.

5. Tone

The tone of the website sound be inspiration to emphasize how much of an influence she had on America, and what she had to go through to make it so far.

6. Visual Style

I would like to see less saturated pictures, maybe not all black and white, but more toned down pictures overall, but with a pop of color, such as for the lips, or dress. Use white a lot, since Marilyn was associated with the color white.

The font should include classy cursive scripts, and modern, but simple fonts. It would also be nice if you included some famous quotes from her as well.

Make the visual vintage, but classy. I have attached some examples/inspirations down below.



^^^ like that, but photoshop the background to white. I'd prefer to minimize the color black as much as possible, especially in the background.

