

Creative Brief

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11/13/2019

Project Title: Yang Yoseop (also goes by Yang Yoseob) Website

Yang Yoseop is a Korean vocalist who is currently the main vocalist of the K-pop group Highlight, which was formerly known as BEAST before the group went into feud with their entertainment company and had to change their group name.

1. Project Overview

The goal of my website is to be generally informational. Yet I wish it highlighted and focused on his career as a singer who has been acknowledged to be very talented even among other talented singers. He has made his solo debut during his career, which would be great if this was highlighted and how the solo album was received by the public.

2. Resources

https://en.wikipedia.org/wiki/Yang_Yo-seob

https://kpop.fandom.com/wiki/Yang_Yoseop

https://www.crunchyroll.com/group/Yang_Yo_Seop

[https://en.wikipedia.org/wiki/Highlight_\(band\)](https://en.wikipedia.org/wiki/Highlight_(band))

https://en.wikipedia.org/wiki/Yang_Yo-seob_discography

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

There are many available informational resources and pictorial resources on google. Type “Yang Yoseop” or “Yang Yoseob”. He goes by both names. He is from the K-pop group ‘Highlight’, which was formerly ‘BEAST’ before the group went into feud with its company. Also, you can find their music videos on Youtube, type Beast, Highlight, or Yang Yoseop.

3. Audience

This is strictly informational site, and won't be promoted commercially in any way. The audience will usually be young - below 30's- and mostly female, as K-pop boy bands/groups tend to have majority female fans.

4. Message

The goal of my website is to be generally informational. Yet I wish it highlighted and focused on his career as a singer who has been acknowledged to be very talented even among other talented singers. He came from a group that was framed as the 'trash group' as soon as they made their debut. Yet with his and the group's talent, they were reacknowledged as one of the best K-pop groups, and as one of the best at singing live. He has made his solo debut during his career, which would be great if this was highlighted and how the solo album was received by the public. In general, I wish the website provided insight to how he is very much appreciated and loved by the public as a singer, and how he helped break the common stereotype of within K-pop industry that every singer from K-pop groups are usually untalented.

5. Tone

The tone here should be informative, but warm. As I want to portray how he overcame the audience's misconception of their group as 'trash group' (Annotation: All of the members have already had failed experiences as singers. For example, one member made a solo debut, didn't receive any recognition; one member was an outcast from another famous entertainment company; and Yoseop was a backstage dancer of one of the members he mad group debut with) and received recognition as a main vocalist of BEAST by his talent only, I want the tone to be serious but not 'cold'.

6. Visual Style

I want the page to be colorful, but maybe use dark grey as the main color, as this color is the BEAST/Highlight group's fandom color (color identifies the group). So, maybe the side bar or menu page could be unified to dark grey, while the content and pictures can remain colorful.

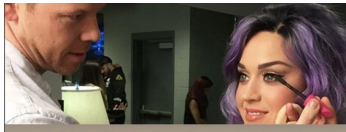
I think it would be great if there could be a link to Youtube videos (with video on the page to play) of his songs or of his group songs. Highlight's main Youtube page is:

https://www.youtube.com/channel/UCGdZ_-svzY_hPLYVSKvMFvw

<https://www.youtube.com/user/beastofficial>

Also, just an idea- but bringing in a timetable or graph on the album releases or history may be helpful!

Here are some inspiration/ideas. You do not necessarily have to follow these, but for some inspiration they may help!



A Make-Up Artist Biography Sample

Byron Wang, who has been a featured makeup artist in Vanity Fair and Beautiful Women magazine, was born in San Francisco, California. He is currently one of the top featured male makeup artists on the planet, and is often contracted to

Wang received his degree in cosmetology from the Christie Hendrickson School of Aesthetics in 2004. Several years later, between working at Beautiful Soul Salon, he created his own YouTube channel with his own makeup tutorials and reviews of makeup products. Wang quickly became one of the top 250 subscribed channels, and is as of the end of 2015 the #3 most subscribed channel on the site, with over 200 videos with an average of 12 million views.

Wang's most watched video on Youtube was posted in December of 2011, with over 75 million views. In the video, he completes a tutorial that details a technique called naked eye, a technique with a subtle finish which became one of the top makeup trends in 2012. In 2014, Wang entered a partnership with Ultra Beauty, which now manufactures and sells his own makeup line called Sinergy. Due to Wang's popularity, the Sinergy line became one of the hottest selling makeup products in 2015, earning an estimated 150 million dollars in revenue in its first year. Wang credits the success of his line due to his vision of not making one product that everybody could use, but instead designing multiple types of products that synergize especially with certain types of makeup users, skin tones, and skin types.

Wang is often featured as a guest coach on popular television program Face Off, first appearing as a guest coach in season 2. He has also announced his plans to open up his own cosmetology school, named Sinergy School of Cosmetology, in Los Angeles, California by 2020.



BIOGRAPHY
WRITING SERVICES .com

The screenshot shows a website with a header for 'Salvation Church Times' and navigation links for HOME, OPTIONS PANEL, ICONS, SHORTCODES, and BLOG. The main content area features a large image of a woman with long hair standing in a field with her arms raised. Below the image is the article title 'Living Together in Love' and a short paragraph of text. There are buttons for 'Read Article' and 'Listen to Audio'. Below the article is a video player with a play button and a progress bar. At the bottom, there is a section titled 'OUR SERVICES' with three small thumbnail images.

