

My project 2 will be an introductory site about the Visual Kei genre in Japan, a music and fashion subculture of the 90s. I feel this is a great opportunity to incorporate external links to certain bands or display a music video on my website. My audience would be young adults not already familiar with Visual Kei or those already in the subculture looking to explore more about it. I will probably be including a number of photos from friends who do participate in the fashion or collect items from the era such as cds and posters, and if not I will illustrate certain elements or find photographs to source from.

Since the subculture and aesthetics of the subject are more alternative, my designs will likely include decorative, flourishing elements and darker colors that are associated with the genre. I don't think I'll have to design a logo as my site will not necessarily represent a brand, although I can use more expressive typography for titles and such throughout my site. I will have to be careful not to overwhelm my page for those unfamiliar with the genre for the sake of easy navigation and user experience.