Parallax Visuals

To whom it may concern,

I'm glad about our previous meeting. Firstly, we would like to confirm specifications voiced by your company and our assurance to you to achieve these goals:

Motivation for online presence: Boosting advertising sales, increase subscription, recognizable presence on an international stage.

We aim to: use images of contemporary Australian bands, re-drafting information and format to suit an iconic Australian profile online. It's worthy for readers to know the company is Melbourne-based with constant news and information being provided. I aim to maintain your image of an independent attitude and vibe whilst also aiming to increase readership by displaying and referring to mainstream music artists who have also developed a cult and retro following over the decades. Incorporating them into the content of your publication reaches out to a wider audience, potentially increasing readership.

Average age of consumer: 16 to 36, predominantly male. Incorporate elements to attract female consumers.
We aim to: be gender inclusive by using neutral colours and themes in design.

Computer literacy: standard, could do with slightly more complex attributes, such as live music web streaming.
We aim to: incorporate live music web streaming while maintaining a clear and obective format.

Graphic style: Gritty and relevant yet smart.
We aim to: adopt a 70s rock and roll approach, using a sharp yet grunge design, remaining smart and informative, as to avoid neglecting advertisers.

Colour scheme: dark grey, light grey, one bright colour. Third colour to be decided, plus cover photograph.
We aim to: juxtapose blacks and muted greys with fluorescent orange.

Characteristics of target audience:
- Young people who want to be "in the loop" with new music, both locally and internationally.
- People in their own indie bands.
- Inner city dwellers

It's great talking through ideas. I look forward to delving into the project.

Regards,

Lucas Haynes