Creative Brief

Bianca Calvillo
10/28/25

Project Title: Ritchie Valens Website

Project Overview

The goal of my website is to give general information on Ritchie Valens and represent his influence on the music world.

Resources

Much of the content will come from the wikipedia article, but I would like to reference outside sources such as interviews or articles to bring in more visual source material. I think that https://www.ritchievalens.com/ritchie-valens-scrapbook.html would be a good reference.

Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. This website would be great for anyone interested in music history.
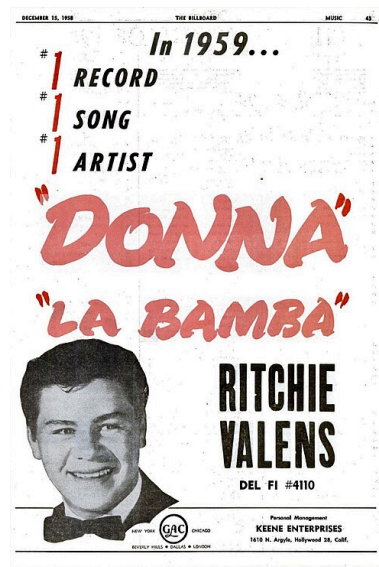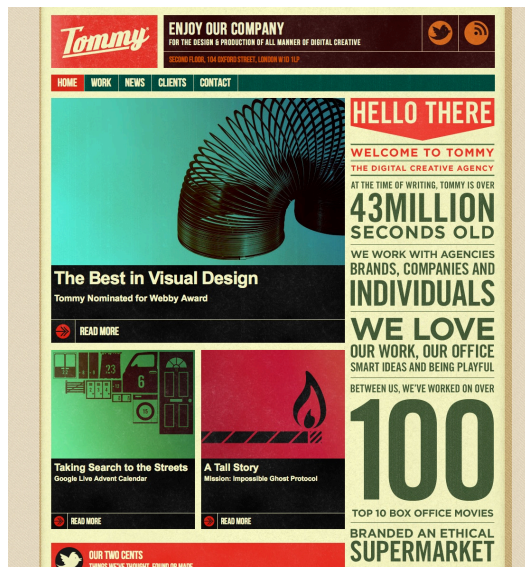
Message

I would like to focus on the musical and cultural legacy of Ritchie Valens and his role in being one of the founders of Chicano rock. He had such a short career due to the accident, but his influence still stands strong as he is widely considered the first Mexican-American rockstar.

Tone

I think that the tone of the site would be historic but also playful. I'd like it to feel like a celebration of Ritchie Valens' life.

Visual Style

I want to reference popular music poster iconography of the late 50's; think of bright colors, bold typefaces, and shape based imagery. Since many of the images I will be using will be in grayscale, I might color them to fit the site palette. I'll be sticking to a simple palette with one or two bright colors, black, and an off-white/beige. It might be cool to play with risography textures.

has that poster vibe