

Content Outline

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Project Title: Alexander McQueen Website

1. Project overview

The aim of my project is to show the work of Alexander McQueen, his reputation in the fashion design world, and the controversy and drama that surrounded him and his work.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Alexander_McQueen.

3. Audience

Our professor(s)

4. Message

I would like to focus on the drama, beauty, creativity, and controversy of his work.

5. Tone

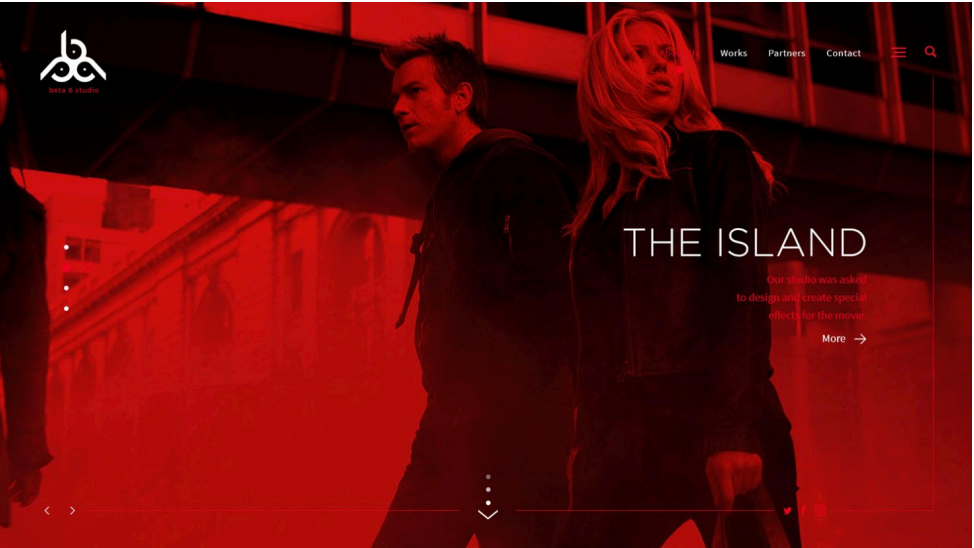
Matter-of-fact, kind of in awe of his work but more toned down than “in awe” while acknowledging how it can be weird and how he was dysfunctional, respectful. I want the viewer to be shocked yet in awe of the craziness of his work.

6. Visual Style

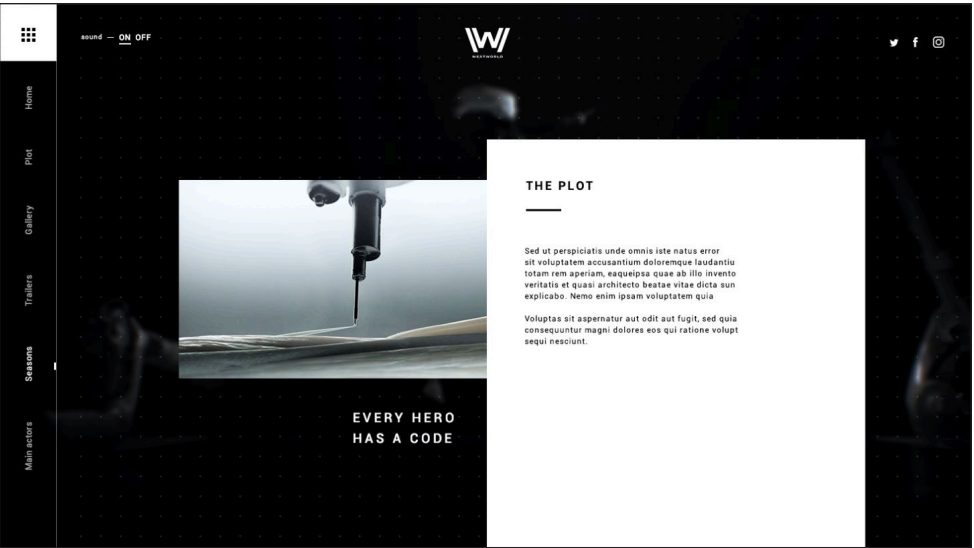
Beautiful but dark, sophisticated yet rebellious (?) and bold, a bit strange and crazy, kind of surreal but also very modern/designy/griddy. Dark with pops of colour in the text/geometric shapes/images.



Dark with pops of color, kind of surreal.



I like how clean these are but not as minimal as this. Maybe use some scale shifts/funky fonts so it's mostly clean but still dynamic and hints at his craziness.



< This might actually be on his web-site.

