

Creative Brief

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Project Title: KATSEYE Website

1. Project overview

Serve as an informational, visually appealing home for KATSEYE. They are a global girl group formed through the reality TV competition series Dream Academy, and the site will highlight their journey, music, identity.

2. Resources

Wikipedia: <https://en.wikipedia.org/wiki/Katseye>

Social media: @katseyeworld on Instagram for photography and promotional assets

3. Audience

The primary audience is Gen Z/ young millennials, specifically K-pop or western music fans. Either KATSEYE listeners or curious about their music or story. The tone and visual style should appeal to a digitally native, fashion-conscious demographic.

4. Message

KATSEYE embodies the idea of cross cultural music, combining Western pop music with Kpop choreography and styles. The group includes the first Indian, Filipina, Latina, and Black artists to be signed under HYBE and their diversity is central to their musical and visual identity.

5. Tone

Bold, authentic, and electric. KATSEYE is cool, intentional and makes statements with their art. (GAP commercial, collabs with brands/pop culture, etc)

6. Visual Style

KATSEYE draws sartorial influence from late 1990s and early 2000s pop culture, often referred to as Y2K fashion. The visual language of the site should reflect this aesthetic: bold typography, high-contrast photography, and a palette that feels both nostalgic and fresh.