

Content Outline

Soobin Ahn
October 28, 2025

Project Title: This Is Our House

I want to structure the site as a set of simple connected pages with a fixed top navigation. The design will reflect the evolution of house music, starting with Chicago club culture and expanding into a global movement. Each page will feature bold graphics and short text to keep the content rhythmic and energetic.

- **Home Page** Introduce what house music is, including the beat, the tempo, and where it started. Include a strong visual hero section to draw users in and set the tone.
- **How It Sounds** Show core characteristics of the genre such as the four on the floor rhythm, drum machines, basslines, and synthesizers. Include simple audio examples.
- **Where It Began** Cover the early Chicago origins with Frankie Knuckles, The Warehouse, and the communities that shaped the music.
- **Culture and Dance** Explain connections with Black, Latino, and LGBTQ+ club culture. Introduce dance styles like jacking and footwork.
- **How It Spread** Show how house traveled from Chicago to Detroit, the UK rave scene, Ibiza, and beyond, leading to subgenres that exist today.
- **Sources** List the Wikipedia House Music article and other credited references including image and audio sources.

Creative Brief

Soobin Ahn

10/28/2025

Project Title: This Is Our House

1. Project Overview

The goal of my website is to introduce house music in a clear and engaging way. I want the audience to understand what makes house music unique, where it came from, and how it has evolved into a global cultural movement.

2. Resources

https://en.wikipedia.org/wiki/House_music

<https://www.armadamusic.com/news/house-music>

3. Audience

This website is for music lovers who may not know much about house music. The language will be approachable and supported by visuals and audio so that anyone can understand the genre, whether they are familiar with dance music or new to it.

4. Message

The website will communicate that house music is not only a sound defined by rhythm and technology, but also a cultural story shaped by community, identity, and expression. It will highlight its origins in Chicago and show how it spread and transformed around the world.

5. Tone

The tone will be energetic, bold, and fun. The feeling should reflect the excitement of the dance floor, while also staying informative and respectful of the history and people who shaped the genre.

6. Visual Style

The visual style will use strong graphics, grids, and rhythmic elements that reference club posters, drum machines, and audio waveforms. Imagery will be influenced by nightlife culture such as lights, movement, and bold typography.

