

Creative Brief

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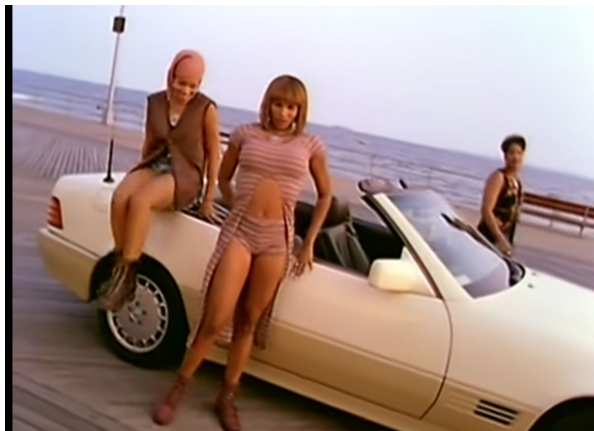
11/9/2016

Project Title: Sex Positivity in 90's Rap: Salt-N-Pepa

1. Project overview
 - a. Linked to [content outline](#)
 - b. The goal of my website is to be generally informational, but in a way that is as visually informative as it is in the written content. I want to essentially make explicit connection between sex positivity and 90's rap music. I'm in African American Studies and this is what my thesis essentially talks about, so I have ALOT of sources and references if you need more things to look at!
2. Resources
 - a. There are a few Wiki pages I want to reference, informational wise (https://en.wikipedia.org/wiki/Salt-N-Pepa#1985%E2%80%931987:_Formation_and_early_years , https://en.wikipedia.org/wiki/Very_Necessary). There is also this online archive that has a large amount of content about the Black 90's (<http://theblack90s.com/the-archive/>) that efficiently communicates similar ideas and content to mine. As I said I want this to be a very visual learning experience, I want to use embedded videos of either the lyrics of some of the songs, or clips from the actual music videos, maybe even clips of interviews.
3. Audience
 - a. This is a strictly informational site, and won't be promoted commercially in any way. As this content is very pertinent to my work outside of Interaction Foundations, I would like to show this to my Research advisors, and others involved in the process, as a way to draft how I present my thesis project next year. This probably won't be shown to young children. Mainly just people at Wash U, be it professors and my fellow students.
4. Message
 - a. I would like to focus on the music and aesthetic of Black 90's rap, with respect to the girl group Salt-N-Pepa. I want to show the tie between sex positivity and female empowerment, and the music that Black women were making despite oppressive forces within the music industry and life in general.
5. Tone
 - a. The tone here should be empowering and informative. Reseraching Black femme artists empowers me, and helps me to see how their art is seen as resistance and socially conscious. I want the tone of this site, to highlight that.
6. Visual Style
 - a. I would like the style to be super 90's, or at least showcase the aesthetic created by Salt-N-Pepa. I don't mind it being minimal, but I definitely would like the accents of video, album covers, magazine covers, etc that show the aesthetic of Salt-N-Pepa.

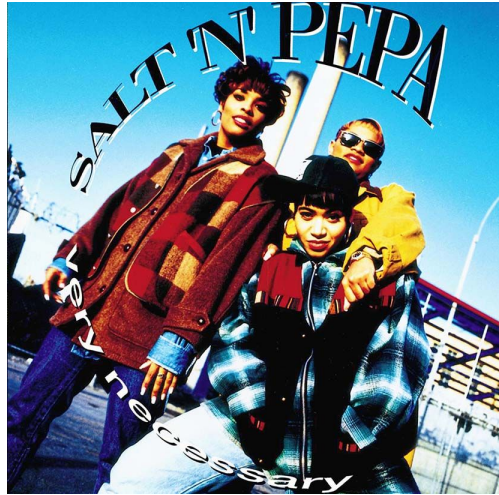
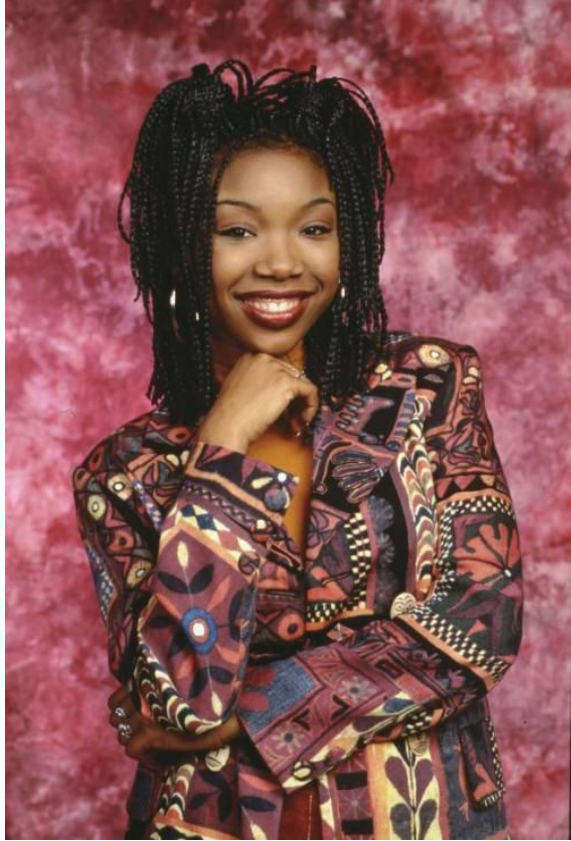


https://www.youtube.com/watch?v=ej6pQfA_fo



<https://www.youtube.com/watch?v=4vaNo1VLYSQ>

The Black 90's



SALT 'N' PEPA
THE GREATEST HITS

—Rolling Stone— YOUR FAVORITE 16/17/18 WAYS BY LET THEM KNOW
—OLD FASHIONED TIGHT— MADE YOUR FEELS BY MC WARRIOR AND

SALT 'N' PEPA
THE GREATEST HITS

HI-FI
STEREO
DIGITALLY
MASTERED
VHS

M 15+ **M** 15+ RECOMMENDED FOR MATURE
AUDIENCES 15 YEARS AND OVER.
LOW LEVEL COARSE LANGUAGE.