

Creative Brief

Bob Zhao 4/7/2021

Project Title: Relay FM Website

1. Project overview

My website will highlight the people, shows, and history of Relay FM, using the same artwork and visual language of the main RelayFM site but with my own twists/creative decisioning. I will also be linking to related shows/networks that fall into the Relay Universe via the hosts that are showcased.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Relay_FM, Show and host art will be taken from the RelayFM website, sites of related shows, and from Twitter.

4. Audience

The page will be for the scholarly/informational purposes, linking to the main site/other resources as much as possible. The site will seek to present a different take on how/what information related to the network might be relevant, as the functionality of pointing to livestreams, sponsors, etc. won't be replicated.

5. Message

I'd like to highlight the reach of the RelayFM network and the diversity of its hosts, shows, and content. There is a lot of different content across the shows that the network covers and thus is an interesting challenge architecturally to craft a refined message through the site.

6. Tone

The tone should play into the network's independent yet professional voice, highlighting its approachability and level of polish. Hopefully, the site will also come across as thoughtfully designed and express a level of appreciation for the network's impact.

8. Visual Style

The site will take its lead from the network's visual styles and show art, seeking to complement the diversity and creative direction of the network. Show art has a square outline featuring a circular object and title/tagline as shown below:

Colors will be kept relatively simple so as to highlight/pair well with the show art, with the font taking its lead from the main site to stay consistent with the network's established visual style.



Analog(ue)

HOSTED BY **MYKE HURLEY** AND **CASEY LISS**

So many podcasts are about our digital devices. Analog(ue) is a show about how these devices make us feel and how they change our lives for the better, but also for the worse.



Automators

HOSTED BY **DAVID SPARKS** AND **ROSEMARY ORCHARD**

Automation makes your life easier and everyone can do it. We tell you how.



BONANZA

HOSTED BY **MYKE HURLEY** AND **MATT ALEXANDER**

BONANZA has long been considered an important show about nothing in particular.



B-Sides

HOSTED BY **RELAY FM HOSTS**

A mix of behind-the-scenes content and audio from before and after the shows.

Font/layout choices are relatively simple to support the diversity of assets on various pages.

Relay FM is an independent podcast network for people who are creative, curious and maybe even a little obsessive — just like its hosts.

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