

Creative Brief

Andrea Zhou
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Project Title: Arts of Italy

1. Project Overview

The goal of my website is to be an informational/educational guide for people who are interested in Italian Culture and the tentative travelers to Italy. I would like to focus on Italian art, which tells important stories behind many Italian attractions.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Culture_of_Italy#Italophilia. There are a lot of photographs available on Google Images.

3. Audience

Potential audience of the website are people who are interested in Italian culture and art, as well as those who plan on visiting Italy.

4. Message

I would like to showcase the diversity of media and formats in Italian art. I would like to introduce the major artistic centers and artists in the country, and acknowledge their historical significances and impacts.

5. Tone

The tone will be informative and exciting, with visual breaks and aids to walk viewers through the content.

6. Visual Style

Overall it will be clean, organized as readability will be key. It should be colorful and brilliant with pictures to induce excitement from viewers. There will be a mix of historical and modern styles to depict diversity and progression or the different artistic styles and forms.

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TO BE AN italiano

1. ESPRESSO IS A WAY OF LIFE

2. COMMON EXPRESSIONS

3. FOOD AND WINE IS LA DOLCE VITA

4. PASTA IS ALWAYS MADE FROM SCRATCH

5. TRANSPORTATION BY FOOT OR BICYCLE

6. NUTELLA IS A SUBSTITUTE FOR ANYTHING CHOCOLATE

7. FASHION SPEAK LOUDER THAN WORDS

8. GESTURES THE FUNKIER, THE BETTER WITH A NOTED SENSE OF ELEGANCE OF COURSE

9. IT IS ALL ABOUT THE PROSCIUTTO

10. MASTERS OF "IL BEL FAR NIENTE" THE BEAUTY OF DOING NOTHING