

Creative Brief

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11/19/2020

Project Title: M.C. Escher

1. Project overview

I would like the website to introduce M.C. Escher, a famous graphic artist who made mathematically inspired woodcuts, lithographs, and mezzotints. The website should focus on Escher's life story as a famous and his work and contribution in tessellation and paradoxical objects.

2. Resources

For the main content, please refer to the Wikipedia page of Escher

https://en.wikipedia.org/wiki/M._C._Escher

For Escher's work, please refer to his gallery at <https://mcescher.com/gallery/>

3. Audience

The website's potential audience should be designer, artists or people simply interested Escher's work, style, and contribution to the unique style that he approached. Scholars and academics who want to gain resources can also be the target.

4. Message

I would like the website to convey a comprehensive image of Escher, not only his life story, but his contribution to art and his massive interests in different areas.

5. Tone

I would like the website looks like a virtual gallery or portfolio of Escher, from which you can feel like viewing the artist's work in a real museum or gallery. I do not want the website itself to possess lots of decorative elements and instead focus more on the content and images inside.

6. Visual style

I want some kind of visual style that mimic Escher's work. For example, repetitive images or patterns, geometric lines and shapes that indicate the paradoxical objects etc. A general simple style with clear visual hierarchy will be the goal.



