

Creative Brief

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Project Title: Calligraphy Microsite

1. Project Overview

The goal of this website is to inform people on the basic facts of calligraphy, as well as interesting historical and cultural facts about the difference and unique qualities of calligraphy around the world.

2. Resources

Website: <https://en.wikipedia.org/wiki/Calligraphy>

They have a lot of good imagery for examples of calligraphy written out, but images of the types of pens and materials can also be found online.

3. Audience

This site is primarily informational in calligraphy's history, not how to write calligraphy or which pens to buy. The primary focus is history, uses, and culture.

4. Message

I like the idea of exploring history and culture through a medium/some form of art, how it can reflect history itself and what was going on during the time. Therefore, I'd like to focus on the idea of calligraphy as a tool throughout history, cultural importance, and modern-day significance.

5. Tone

I think the tone of this site should be both informational and historic, but also insightful because it's kind of exploring history and culture through a medium.

6. Visual Style

I think of calligraphy (from the historical standpoint) as having a vintage journaling theme. It might also be cool to incorporate some of the calligraphy styling in the font choices.

