

# Creative Brief

Justin Ling 29/10/2022 **Project Title: Art Sculptures on Sam Fox Campus**

## 1. Project Overview

My main goal is to inform my viewers about the history and artworks on the Sam Fox School campus field. I want to present my website with descriptions and images to allow viewers to learn about art sculptures more conveniently.

## 2. Resources

Content will be from

[https://en.wikipedia.org/wiki/Mildred\\_Lane\\_Kemper\\_Art\\_Museum](https://en.wikipedia.org/wiki/Mildred_Lane_Kemper_Art_Museum) and images from other credited sources as well.

## 4. Audience

This site will primarily target people interested in art history and sculptures, who could potentially be students and instructors at Sam Fox.

## 5. Message

The message I hope to deliver is to provide my viewers with information about the art sculptures on our campus and acknowledge its establishment.

## 6. Tone

The tone I am aiming for will be less formal but also a sense of scholarly source since it talks about the artists' facts. It should also highlight the material and the year they were created.

## 8. Visual Style

The visual style will be warm and bright to resonate with the campus' space. It should also include photography of the campus space and the sculptures. The button on the page will guide the viewer to different sites and sections of the gallery.



