

# Creative Brief

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Project Title: Brigandines, a forgotten middle child./Bogu, armor for the modern warrior.

## 1. Project Overview:

The goal of my website is to inform about the misunderstood and underappreciated/unknown forms of armor that is the Brigandine/Bogu. In particular, I want to highlight its storied past as well as its modern uses. I want to touch on how its past has shaped its modern counterparts. (Dragonskin etc.)

## 2. Resources

I will primarily use the Wikipedia pages for either brigandine or bogu, as a basis for information, but if needed, I will add my own text or go through related wiki pages. As for images, wikipedia as well as third party sites will provide plenty.

## 3. Audience

I imagine that the audience for this site will be those who already have some interest in the topic of arms and armor/martial arts. They may or may not have had prior exposure to the subject and might have a degree of familiarity with the subject matter. They might be browsing more to find tidbits they might not have known as opposed to seeking and introduction. I.e. They might not find everything on the site to be novel knowledge. However, from a practical point of view, this site will also be viewed by my instructors, and anyone who views my portfolio, so it is imperative that the site not come off as jargon and be accessible enough to provide a concise, effective overview and introduction to either brigandines or bogu. Furthermore, the site is intended to be more of an introductory overview as opposed to a narrow deep dive.

## 4. Message

As far as the message goes, I want to inform the wider populace about the existence, efficacy and prominence of the brigandine as a form of bodily protection. If I go down the bogu route, my message would be more focused on the evolution of bushido/budo from Japan's feudal past to its modern form using the armor as a main talking point.

## 5. Tone

I want the tone to feel both reverent and a tad bit academic without seeming pretentious, elitist, or haughty. I want to really hit home the historical significance of the items being discussed and the weight their centuries old story carries, however, I don't want to go overboard and imply something mystical.

## 6. Visual Style

I want to approach this in a way that gives the site an almost rustic/renaissance feel without being reliant on images (which a lot of such sites do) which make it feel outdated at best. I want to make it feel aged without feeling old. Historic without feeling tacky. I'm looking to modern museum websites for the overall palette choices and vibe. Something that implies a sense of luxury/class without being superfluously sumptuous. Maybe I'll make the tones darker with lighter font and have the images almost blend into the background or at least have vignettes or an overlay of dark grey/black. Something akin to the last two images below. The images above are more inspiration for the ui layout.





