# Chen Ma > creative brief > Final Project

### project summary

A drawing tool for creating pixel art. I hope that this can help people creating their own art work even if they do not have a design or art background. The tool should be accessible and easy to operate. I want people to know that everyone have the ability to create art of their own.

#### audience profile

My primary audience is my classmates and teachers. They all know about design and art and know how to create artworks of their own.

My secondary audience is everyone who are interested in making pixel art. They might not have too much art background.

## goals of the project

I want to focus on how art can help people in different aspects of life and how it can benefit people without art background. I want the tool to be accessible to everyone.

## goals for the overall look and feel

I want my website to be simple and clear, using minimal design and a clean color scheme. But limiting the options, users can focus more on how their artwork is created without being distracted by other things.