Creative Brief

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Project Title: Frida Kahlo

1. Project overview

I want this project to showcase Frida Kahlo's artwork, personal life, and impact on modern culture. Something I would really like to be showcased in this site is how popular culture may have distorted her persona and values.

2. Resources

The majority of the copy is on Wikipedia https://en.wikipedia.org/wiki/Frida_Kahlo. Images of her and her artwork are available on google photos.

3. Audience

The audience will predominantly be people in this class and people who are looking at Github. The website should look professional and seek to inform the viewer without overwhelming them with details.

4. Message

I want the website to convey the message Frida's art and the way it's construed today. I'd like to highlight the dichotomy between the two.

5. Tone

I'd like the tone to be informative, but relatively casual. I would like a lot of the message to be conveyed in the imagery.

6. Visual Style

I'd like for the copy and background itself to be very clean to showcase her work as much as possible. I envisioned it as a very minimalist black and white site, but it could be cool to incorporate one or two colors that are common in her work as accent colors.

I've attached some examples and a mock up below.

Frida Kahlo

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This is a mock up I created of how the website could be laid out and some of the types of images I would like included. It also has a minimal look that highlights the artwork.

Some other sites that could serve as a reference:



Museum of Modern Ar



rough June

Tarsila do Amaral

anna membrino











2016 - 2015

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Some images that would be fun to include are images of parodies of her work, Halloween costumes, and mass manufactured trinkets.

Here are some other images that could influence the aesthetic of the website.







