Creative Brief

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Project Title: Abstract Art Microsite

1. Project Overview

The goal of this microsite is to introduce and explore the evolution, meaning, and impact of Abstract Art. The site should serve as both an educational and visual experience. I want the site to feel conceptual yet clean, emphasizing color, form, and composition in the layout itself. It should reflect the essence of abstraction; simplifying, reducing, and distilling information into a visually balanced and thought-provoking presentation.

2. Resources

Primary content will come from the Wikipedia article on Abstract Art. https://en.wikipedia.org/wiki/Abstract_art. Additional resources may include art history image databases (MoMA, Tate, Guggenheim archives), primary works by artists such as Kandinsky, Mondrian, Malevich, and Rothko, and design inspiration from Bauhaus and De Stijl movements. Color palettes will be inspired by geometric abstraction (reds, blues, yellows, and black/white).

3. Audience

This is an informational site intended for instructors, classmates, and potential design employers. The audience will likely be adults and college students interested in art, design, or visual culture. The microsite should communicate clarity, creativity, and thoughtful visual structure rather than overly academic complexity.
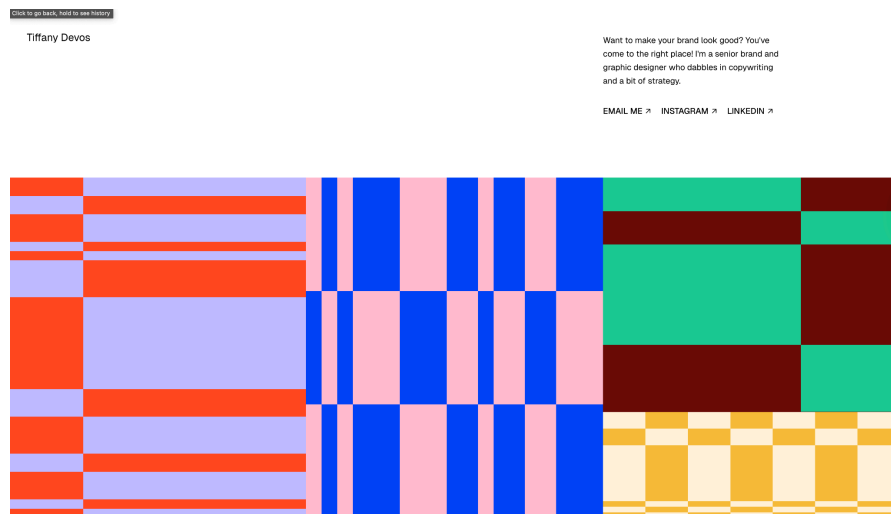
4. Message

The core message is that abstract art redefined what it means to 'see' and 'express.' Rather than copying the visible world, abstraction seeks to express ideas, emotions, and structure itself. The site should emphasize how abstraction freed artists from realism and created a universal visual language that continues to inspire contemporary design.

5. Tone

The tone should be modern, intelligent, and reflective, with a sense of creative curiosity. It should feel like stepping into a digital gallery; minimal yet vivid. The writing should remain accessible while having intellectual depth.

6. Visual Style

Color Palette: Primary colors (red, yellow, blue) balanced with black, and white. Typography: Geometric sans-serif fonts (e.g., Futura, Avenir, or similar). Layout: Grid-based design inspired by De Stijl compositions. Clean lines, asymmetrical balance. Motion: Subtle animations like hover color shifts, fade-ins, geometric movements. Imagery: key abstract works; geometric shapes.
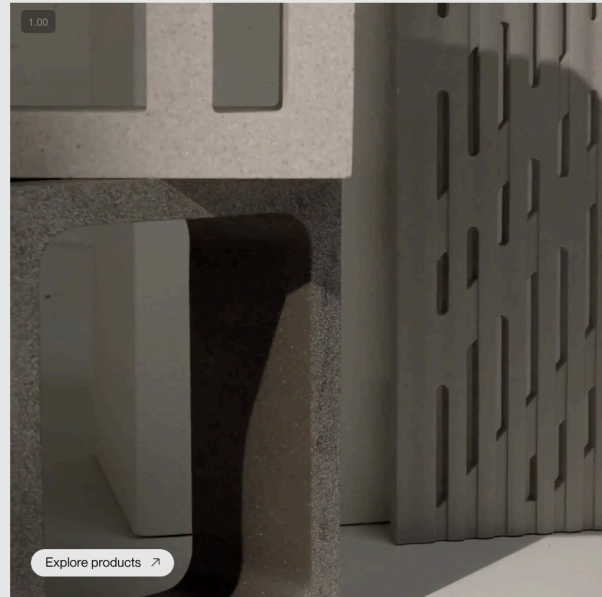
Click to go back, hold to see history

Tiffany Devos

Want to make your brand look good? You've come to the right place! I'm a senior brand and graphic designer who dabbles in copywriting and a bit of strategy.

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I like this simplistic look. When you hover over the images, they shift and move.

The layout of this website is very clean and sleek.