Creative Brief

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Project Title: Muriel Cooper Website

1. Project Overview
The goal of the website is to highlight Muriel Cooper's innovative work and contributions to the MIT Media Lab. While there will be information from the Wikipedia article, I'd like there to be supporting examples of her work.

2. Resources
Wikipedia content: https://en.wikipedia.org/wiki/Muriel_Cooper
Photos and other background knowledge: https://www.aiga.org/medalist-murielcooper
More background knowledge: https://www.media.mit.edu/posts/muriel-cooper-lasting-imprint/

3. Audience
This site is mainly informational, and would probably appeal most to designers or artists. The audience would probably be seeking more information about design history, innovation in design, and the intersection of design and technology.

4. Message
I'd like this site to focus on Muriel Cooper's innovative style and how she was one of the first graphic designers to explore how the new digital world brought new opportunities in design.

5. Tone
I'd like this to be more experimental and free form. Expressive, large, or bold typography would work well. Images, overlapping, and negative space would also help make the site visually engaging.

6. Visual Style
I'd like the visual style to similar to the work Muriel Cooper created. The body copy can be fairly simple, just black text on a white background. However, the headers and images are areas you can probably get more experimental with. Some possibilities include using similar bright colors found in her Visual Language Workshop Posters. Using a bold font for headers and overlapping it with images could be interesting. For typefaces, a sans serif would be most suitable for the content, especially one with a digital/techy feel.

Here are some examples of Muriel Cooper's work that could be helpful for inspiration on designing the site.