Creative Brief

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Project Title: Museum of Bad Art Website

1. **Project Overview**

The goal of the website is to present the MOBA in a humorous and informative way. I want to highlight it's mission of showing art that's "too bad to be ignored", while being interactive and engaging.

2. **Resources**

The primary content will come the wiki website. More resources will come from articles/media coverage, and photographs of the art that isn't included on the wiki site.

3. **Audience**

This site is intended to be more creative rather than commercial. The audience will mainly be classmates in Sam Fox, and any individual who is bored, wants to learn something new, escape reality, and see interesting content on an engaging and random website.
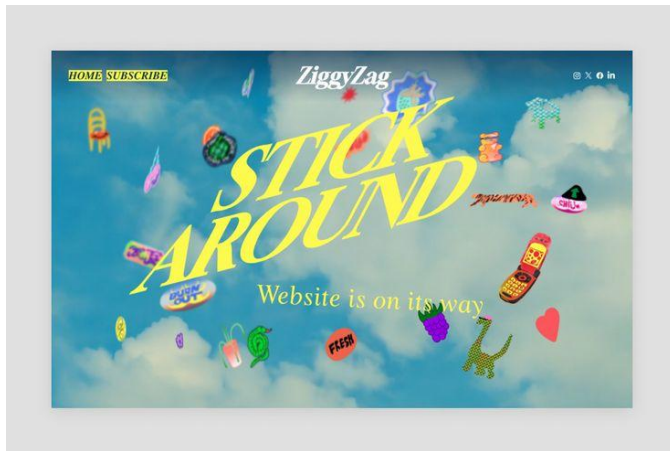
4. **Message**

The main message is showing the versatility of art and showing that really anything can be art, it doesn't have to be good or traditional to recognize its worth. The MOBA celebrates humor and unconventionality. It should be memorable for website visitors but also represent its cultural significance and commentary.

5. **Tone**

The tone should be playful, esoteric, and a little weird. It should have a balance of humor and respect for creativity, even if the concept is satirical. The layout and text should create curiosity, amusement, and entertainment.

6. Visual Style

The style should be bold, colorful, and eccentric in a way that matches the chaos of the content but also has deliberate design choices. I plan to use bright colors, quirky fonts, and untraditional and striking layouts that are just as crazy as the pieces in MOBA. The art highlights section should especially be more image heavy with fun captions and animated effects.

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