

# Project Brief

## Decription

Welcome to Chad Berwald's room. A place where I can be free. A place where I can create and let my mind wonder. This website will be dedicate to my paintings, illustrations, digital art, characters and the artists that inspire me. The home page will feature my art, one page will be dedicated to my dreams and goals and the last page will feature inspirational artists.

**Timeline** December 20, 2017

**Site Goals** Visually appealing with art, easy navigation and inspiring

## Target Audience

Males/Females 18-45 that's into art and enjoys the work of Patrick Nagel, Mucha and Drew Struzan

## Visual Personality

The website will have a welcoming feeling and a visual photo of my room. My room has a 80's 90's pop culture flair with hints of Southern California. I will use Birch type through out the website as well as use hints of pastel colors to guide the user through my website