

Creative Brief

Chandra Phenpimon 10/31/2023

Project Title: Hilma af Klint Website

1. Project overview

The goal of this website is to provide detailed information about Hilma af Klint's life and art, focusing on her contributions to abstract art and her spiritual interests. The site will cover her biography and artwork, emphasizing her unique blend of art and spirituality.

2. Resources

I will gather the main information from the Wikipedia page (https://en.wikipedia.org/wiki/Hilma_af_Klint#). Additional content such as the images of her artwork will be sourced from her foundation (<https://hilmaafkлинт.se/>) or reputable museum institutions that exhibit her work (<https://www.guggenheim.org/exhibition/hilma-af-klint>).

4. Audience

This website is designed for art enthusiasts, students, and those interested in learning more about Hilma af Klint. It's not for commercial use but will serve as a portfolio piece for potential employers and instructors.

5. Message

The primary message is to highlight Hilma af Klint's contributions to abstract art and her exploration of spiritual concepts. I want to inspire a deep appreciation for her work and the influence she had on the art world and educate other people about her since she is not well-known due to being a female artist and I think her work deserves high praise.

6. Tone

The tone should be respectful and contemplative. It should convey a sense of reverence for Hilma af Klint's life and work, underlining the impact she had on the art world. The content should be straightforward and factual, with an emphasis on the significance of her contributions.

8. Visual Style

I plan on having a minimalist approach. I want to use a muted color palette, possibly just black and white, a neutral color palette, or pastels, all of which will serve as a backdrop that allows Klint's colorful artworks to stand out. I want to create a clean and uncluttered design, ensuring that the focus remains on her art. In addition, I plan on incorporating geometric elements into

the design, which aligns with the geometric style of Klint's art. To further complement this, I think a geometric typeface will add an additional layer of visual coherence to the aesthetic. I am unsure about this idea, but I may also incorporate hand drawn elements or handwritten typefaces to add the tactile quality of the brushstrokes to the website.

These are some of Klint's artworks. I want to draw inspiration from them and use floral and circular motifs.



The Klint Foundation's website is very simple. It doesn't do anything crazy and keeps to a black and white theme. If I don't stick with a black and white or neutral palette, I can also pull colors from her art to base my design system on.

The screenshot shows the homepage of the Hilma af Klint Foundation. At the top left is the foundation's logo, a red square with a white circle containing a blue dot. To its right are language links: English and Svenska. Below these are navigation links: About, Exhibitions, Image Rights, FAQ, The Foundation, Books, and Selected Works. The main content area features a colorful illustration of several stylized leaves with handwritten text on them, including "Vrida skal", "asketen yäthjula", and "yellie us". To the right of the illustration is a section titled "ABOUT HILMA AF KLINT" with a bio: "Hilma af Klint (1862-1944) is one of Sweden's most esteemed artists. Today she is celebrated all over the world." Below this is a link "» ABOUT HILMA AF KLINT". At the bottom of the page are links for "FUTURE EXHIBITIONS" and "VIEW ALL".

FUTURE EXHIBITIONS

[VIEW ALL](#)

The exhibition page on the Art Institute of Chicago's website has a effective grid structure. I plan on implementing something like this to show her artworks and have the title, year, medium next to it.

(<https://www.artic.edu/exhibitions>)

The screenshot shows a grid of three exhibition cards. Each card includes a thumbnail image, the exhibition title, dates, and a small note. The cards are separated by thin horizontal lines.

EXHIBITION	EXHIBITION	EXHIBITION
Among Friends and Rivals: Caravaggio in Rome Sep 8–Dec 31, 2023	Dan Friedman: Stay Radical Sep 2, 2023–Feb 4, 2024	Kameelah Janan Rasheed: Unsewn Time Aug 25, 2023–Jan 8, 2024

The Rothko page from the MOMA website is another grid approach to the gallery page.

(<https://www.moma.org/artists/5047>)

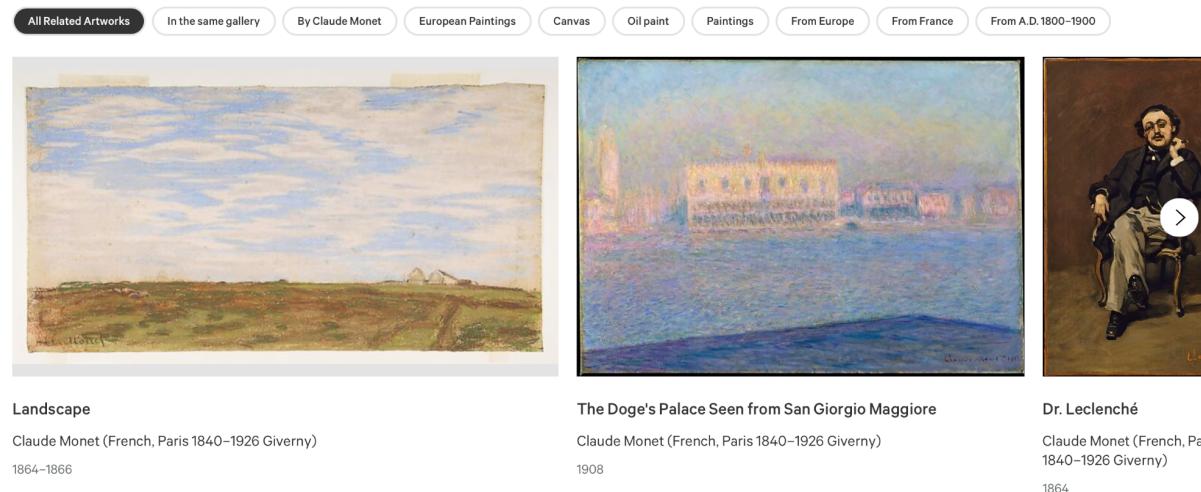
The screenshot shows a grid of ten Mark Rothko artworks. Each artwork is accompanied by its title, date, and a short caption. The grid is organized in two rows of five. A navigation arrow is visible on the right side of the grid.

19 works online				
 Mark Rothko <i>Slow Swirl at the Edge of the Sea</i> 1944	 Mark Rothko <i>Untitled</i> c. 1944	 Mark Rothko <i>Archaic Idol</i> 1945	 Mark Rothko <i>Untitled</i> 1945	 Mark Rothko <i>Untitled</i> 1944-46
 Mark Rothko <i>Untitled</i> 1945-46	 Mark Rothko <i>No. 5/No. 24</i> 1948	 Mark Rothko <i>No. 1 (Untitled)</i> 1948	 Mark Rothko <i>No. 3/No. 13</i> 1949	 Mark Rothko <i>Newman by Rothko</i> 1949

The Met website implements a scroll gallery feature for related artworks. If I don't do the grid approach, this is also a good alternative to show her work.

(<https://www.metmuseum.org/art/collection/search/437127>)

Related Artworks



Landscape

Claude Monet (French, Paris 1840–1926 Giverny)
1864–1866

The Doge's Palace Seen from San Giorgio Maggiore

Claude Monet (French, Paris 1840–1926 Giverny)
1908

Dr. Leclenché

Claude Monet (French, Pa
1840–1926 Giverny)
1864

I kind of enjoy the hand-drawn elements on the images from the Free People website and I'm thinking about different ways I can maybe incorporate this sort of texture.

(<https://www.freepeople.com/>)

The Free People website homepage. At the top, there is a navigation bar with links for "Sign Up For Email", "US (\$)", "Gift Cards", "Stores", "Sign In / Sign Up", and a search bar. Below the navigation is a main menu with categories like "New", "Top Rated", "Gifts", "Clothes", "Jackets", "Jeans", "Activewear", "Intimates", "Shoes", "Accessories", "Beauty + Wellness", "Collections", and "Sale". There are also promotional banners for "NEW fall NOW", "TOP rated", "SWEATERS under \$100", and "WE the FREE". The main visual is a large, hand-drawn style advertisement featuring four models in various poses, with the text "the Art of the Mix" overlaid. The overall aesthetic is artistic and bohemian.