

Creative Brief

David Cho

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davidcho@wustl.edu

Project Title: Hanbok

- **Project Overview**

- The goal of my website is to engage the audience with an immersive experience into the traditional clothing culture of Korea. As a historical fashion site, the purpose is to not only educate but also trigger interest for further research

- **Resources**

- This will be the main source: <https://en.wikipedia.org/wiki/Hanbok>. There are photos within but google images is a great resource as well.

- **Audience**

- The audience would include all ages but primarily focused on young adults interested in history and fashion.

- **Message**

- I would like a historical overview of the garments with a focus on materials and symbols.

- **Tone**

- The tone should be a subtle homage to the elegance and softness of hanbok. Rather than the fierce impact of Korean culture, the tone should encapsulate the tender warmth of clothing and its role in festivals and events.

- **Visual Style**

- Hanbok can be very vivid but soft pastels seem to match older drawings. If you go for the pastel palette, I would make the website primarily different shades of nude/brown and with accents of mint green and red. I would also make the movement within the pages fluid and seamless like clothing.



