

## Creative Brief

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### **Project Title: “Gibson Girl” Website**

#### **1. Project Overview**

The goal of this project is to provide insight about the Gibson Girls style and illustrations, not only showcasing the beautiful artwork but explain its context and origins, so that outside viewers can gain a better appreciation of this part of art history and American culture.

#### **2. Resources**

Copy is available at [https://en.wikipedia.org/wiki/Gibson\\_Girl](https://en.wikipedia.org/wiki/Gibson_Girl). There are some photographs here and plenty more to be found on Google.

#### **3. Audience**

I feel as if this website should a repository for clear and in-depth information on the Gibson Girl and its history, so that it can be understood by anyone regardless of if they have previous knowledge of art history. I think the Wikipedia copy is succinct and well explained, so I think this will be plenty of info, and it is just of matter of organizing and trimming it to be well understood. Probably the audience would not include children, but otherwise this info could be useful or interesting to adults of all ages.

#### **4. Message**

I'd like to focus on how the Gibson Girl was a portrait of American values and feminine ideals at the time of their creation, and how the illustrations were a reflection of the society she as representing. There was more to it than just it being pretty pictures and I think you will be able to convey that with this website.

#### **5. Tone**

The Gibson Girl illustrations have a clear elegant tone, with the women shown as light-hearted and confident. The design and copy should not be dry or too grim or serious, but it's all about women's changing image and attitude in society, so it should treat the subject context with respect and not just as “pretty girls”.

## 6. Visual Style

The Gibson Girls have a very distinct style and aesthetic as delicate, feminine, pen and ink drawings. Relying on black and white, and perhaps one fitting additional color for impact, could properly reflect the elegant style of the imagery. Seeing the actual visuals are important to the subject, so you don't want them to get lost, but at the same time they should be balanced with the text so as not to overwhelm the copy. It obviously shouldn't be just a gallery of images.

Here are a couple of example images of the Gibson Girl illustrations. Below I also have some pictures for website design inspiration and some comments.



Perhaps for the opening page, it can draw the eye with imagery, and the brief title and text can link users to different pages using a navigation bar. Obviously we'd have to be careful about how the text interacts with the image (if overlaps, is hard to read, gets lost) and how the hierarchy of information works.

