Creative Brief

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10/28/2025

Project Title: Eames House Website

1. Project overview

The goal of my website is to be very informational on what the Eames House is, but also specifically showcase the thought and rich history that goes into the mid-century modern architectural style.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Eames_House.
Also, the Eames office website has a section dedicated to the Eames house: https://www.eamesoffice.com/visit-learn/eames-house/
There are a lot of other photographs available on Google Images as well.

3. Audience

This is only an informational site and will not be promoted commercially. The demographic is for students and adults with an appreciation for design and architecture although it is friendly for all ages to view.

4. Message

I want to focus on the creation and curation of the Eames house in the specific Mid Century modern style. Specifically the process of designing and building not only the exterior but also the interior to be in harmony with each other. The space was designed to be as practically as it is beautiful.

5. Tone

The tone is very thoughtful to reflect the thoughtfulness and care that went into building this mid-century modern home. I want to focus on the care that the Eames couple went

into curating each part from the material, to the personal interior. I also want it to be very personal and descriptive as this topic is very much focused on visual aesthetics and because it's more for art loving people.

6. Visual Style

I want to reflect the mid-century modern style in every aspect of the website. Think punchy vibrant colors, wood tones and sleek geometric shapes. The fonts should also reflect this with geometric san serifs only.

Here are some pictures.