

Creative Brief

Grace Ok

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Project Title: Korean Calligraphy

1. Project overview

The goal of my website is to generally informational, but also to represent the cultural and visual importance of Korean calligraphy throughout history.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Korean_calligraphy, as well as some photography. There are a lot of other photographs available on Google Images as well.

3. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience could likely be Korean or has interest in the Korean culture. Furthermore the audience could have interest in East Asian calligraphy or typography.

4. Message

I'd like to focus on the evolution of Korean Calligraphy; the growth of Korean language, the impacts of political events, and its initial influence from neighboring countries will be some of the topics covered in the history. I'd also like to educate the essence of Korean calligraphy and how it is a delicacy in Korea.

5. Tone

I think the tone should be historic and moving. I want to be serious for the history but also be slightly more playful when explaining the types of Korean calligraphy and the tools used.

6. Visual Style

I'd like to use an old scroll feel with brownish, worn parchment and styling which is the feel of the type of paper used in traditional Korean calligraphy. I think it'll compliment the content quite well. Here are some example imageries.

李次

高族敢希

一哂

亥子誇文詞輕率夸多驕
搖揚多高卷四座應嗟諾
玄來乞地羞以深而小探

所目小負耳

名圃擅斗南海山千里邦日
夕多產犀跃涉罿小勇

麌鹽

心以甘美日

杖鷹以忘老忙止三臥如家

挑水渴江烹魚以潭小方

假星槎

以風為方赤韋而一文軌

耕獲漸以革

誠三間拜

理而已。理既不二。則何得不與天地鬼神同其用也。正音二十八字。各象其形而制之。初聲凡十七字。牙音「象舌根閉喉之形。舌音」。象舌附上腭之形。脣音「象口形。齒音」。象齒形。喉音○象喉形。丁比「聲出稍厲。故加畫。」而「丁。」而「人。」而「大。」而「巨。」而「口。」而「口。」而「口。」而「口。」

大○而○○而○其因聲加畫之義皆同。而唯○為異。半舌音己半齒音△亦象舌齒之形而異其體無加畫之義焉。夫人之有聲本於五行。故合諸四時而不悖。叶之五音而不戾。喉遂而潤水也。聲虛而通。如水之虛明而流通也。於時為冬。於音為羽。牙錯而長木也。聲似

高麗書

爾心靜時雖聞山山爾心開時雖山山

關

於山與

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山自小龍

太針

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爾

未靜時爾

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聞玄覽

沙峯

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醉偶贈草書

師一文

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