

# Creative Brief

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## Project Title: The Impressionist Art Movement

### 1. Project overview

The website's goal is to provide a general introduction to impressionist art, influences, history, and artists.

### 2. Resources

The Wikipedia page can be found at <https://en.wikipedia.org/wiki/Impressionism>, and additional resources and images can be found on museum websites such as <https://www.artic.edu/>.

### 4. Audience

Though the site won't be commercially advertised, it will be targeted towards a museum-going audience, likely adults and older teenagers looking to learn more about this specific art movement.

### 5. Message

I'd like the message of the website to focus on highlighting the general trends of the impressionist movement, as well as the innovations of individual artists. I'd also like to focus on the culture surrounding the movement.

### 6. Tone

The tone of the website should be formal and informational, but still accessible to those who know nothing about impressionism. Language that is specific to the field of art will be explained and contextualized.

### 8. Visual Style

The visual style will be inspired by art museum websites, as well as the paintings themselves. The site will likely use muted tones to mimic the colors used by impressionists, and the interface will be on the cleaner side so as not to compete with the images used. Additionally, the color black will be avoided as much as possible to remain consistent with impressionist practices.

Color Inspirations



Layout Inspirations

