

Creative Brief
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Project Title: The Four Seasons (Vivaldi)

1. Project Overview

The goal of my website is to allow the viewer to read about the history and meaning behind Vivaldi's Four Seasons arrangement and read the corresponding sonnets while simultaneously listening to each of the four concerti. I would like the page for each concerto to embody the season it represents as well as the feelings that the piece of music evokes.

2. Resources

Copy and the English translations of the four sonnets are available at [https://en.wikipedia.org/wiki/The_Four_Seasons_\(Vivaldi\)](https://en.wikipedia.org/wiki/The_Four_Seasons_(Vivaldi)) and the audio files are available on [Spotify](#) or [Youtube](#). For imagery, Google Images will be a sufficient resource.

3. Audience

This site is intended to be informational and experiential. While the site will be public for anyone to view, I expect that most viewers will be classical music listeners or poetry readers who are excited by the experience of learning more about Vivaldi's Four Seasons while listening to the music.

Additionally, my instructors will be reviewing this site as it is an assignment and if we do a peer review, it will also be viewed by my peers in the class. This site will not be designed to be viewed by any specific demographic or age group.

4. Message

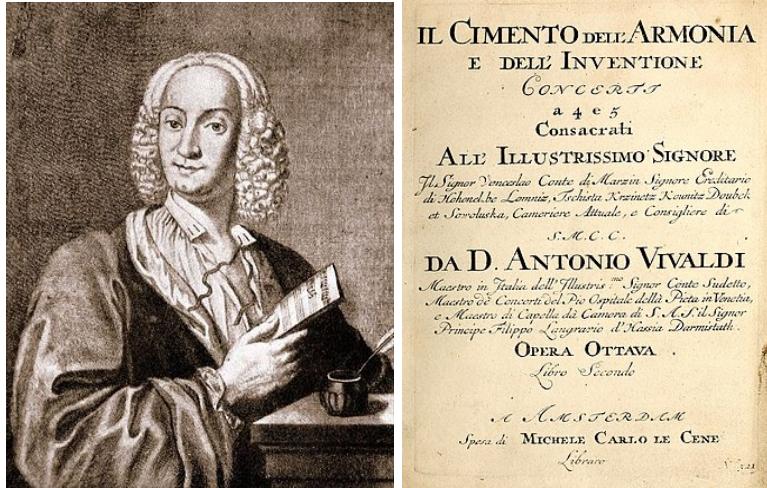
This site will not pushing a specific message or argument, however I want the audience's takeaway to be that it is a unique experience to simultaneously listen and read the pieces of music and poetry that make up Vivaldi's Four Seasons. This experience will be aided by the visual design of the pages representing each of the seasons.

5. Tone

The tone of this site should be artistic and immersive. I want the audience to feel as if they are experiencing winter, summer, spring, or fall in real life when they engage with the page. For the background/intro page, I think the tone should be "dated" or "vintage", as these pieces of music were composed in the 18th century.

6. Visual Style

For the home page, I want a sepia-inspired aesthetic to really enhance the dated, historic tone. Below I have included some imagery from the Wikipedia page as well as additional inspiration images.



As for the pages dedicated to each of the four seasons, I want them to embody the colors, energy, and emotions of the season it represents. Color palette and image examples below:

