**Content Brief**

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**Project Title: Yayoi Kusama Website**

**1. Project Overview**

The goal of this website is to convey who Yayoi Kusama is. Many people know Kusama’s artworks but not so much about her as an individual, so I wanted to highlight that in the website alongside her art.

**2. Resources**

Wikipedia: <https://en.wikipedia.org/wiki/Yayoi_Kusama>

There are a lot of images relating to Kusama on Google Images.

**3. Audience**

The audience of the website are the general public, but mostly for artists, designers, etc. to learn more about Kusama. This site will probably a part of my portfolio as well which means design professor will also be looking and critiquing it as well.

**4. Message**

I’d like the message to be about awareness and getting people acquainted with Yayoi Kusama — the face behind all those Instagram-able art pieces and installations

**5. Tone**

My vision for the tone was that it would be very color and playful with a wide range of bright colors much like the ones Kusama uses in her dots artwork, almost pop art-like. Although she looks very stern, the website should portray her in her true light — as someone who is playful and bright.

**6. Visual Style**

As I mentioned in my tone bullet point, I’d want the website to be very colorful but not to the point that it’s too busy, maybe having a white background with ample negative space could help with this. I also wanted to include the dots throughout the website to make it flow across different pages. I’ve included some images below that convey the vibe I was going for.

A picture containing indoor

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Links to some sites for inspiration:

<https://codepen.io/Mamboleoo/pen/obWGYr>

<http://kusama.site.seattleartmuseum.org/>