

Creative Brief

Project Title: Works of Michelangelo Website

1. Project overview

The goal of my website is not only to inform the viewers on the works of Michelangelo, but also to introduce and appreciate the innovations Michelangelo has made in artistic techniques and concepts, and further present the impacts they have caused in the history of western art.

2. Resources

Images and information from <https://en.wikipedia.org/wiki/Michelangelo>

3. Audience

This is an informational site that would not be promoted commercially. The main audience of this website is people who are interested in but not experts in art history. This website would also be seen by the instructors of this course (Sam Fox staff), as well as the reviewers of my portfolio. The audience does not include children.

4. Message

I would focus on the famous works, and more importantly, the inventions Michelangelo has made in visualizing the most common subjects of the time. Michelangelo is remembered until now not because of his artistic techniques but the conceptual changes and innovations he brought to art.

5. Tone

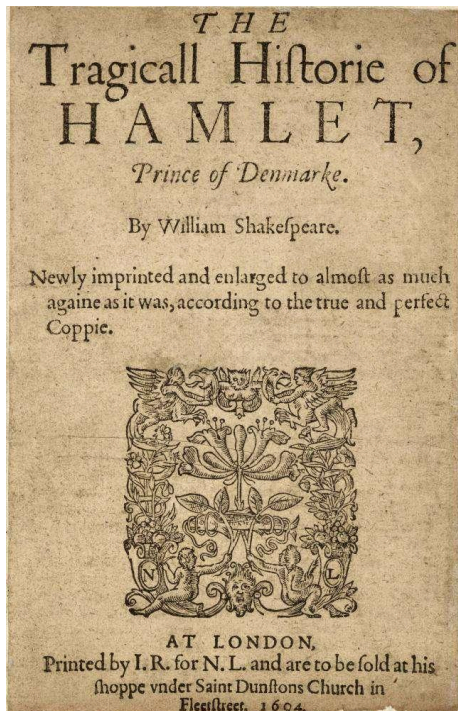
The tone of the website would be informational, but also emotional at times when praising and appreciating Michelangelo's works.

6. Visual style

The visual style would most likely include the language of renaissance art and prints. However, as it is an informational website, the design would be fairly simplistic and easy to follow. The background color of the website would be very light grey, which also reflects the colors of Michelangelo's sculptures. Below are some images that I might

draw inspiration from.

Typography:



Color scheme:




*light grey for background



*blue and yellow, slight tint of red for color palette


Overall structure:


[MENU](#)




[ENQUIRE](#)

Master the Classical Art







Develop your skills through observation and mentorship



Train your eye and hand with techniques passed down from the Old Masters



Build a strong artistic foundation in the tradition of classical realism



Honoring the Legacy of Old Masters

AveLine Arts is a true atelier in the classical tradition—both a place of learning and a working artist's studio, modeled after the practices of masters like Titian, Rembrandt, and Caravaggio. Here, students have the unique chance to immerse themselves in a professional studio environment and learn directly from accomplished contemporary artists.

[LEARN MORE](#)