Creative Brief

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Project Title: Albert Camus Website

1. Project Overview
   a. This should be an informational site that goes over the history and background of Albert Camus, going over his beliefs, and his impact on the world of philosophy. Camus was a French author, philosopher, and journalist.
2. Resources
   a. https://iep.utm.edu/albert-camus/#:~:text=Though%20he%20was%20neither%20by,suicide%20and%20the%20death%20penalty.
   b. https://en.wikipedia.org/wiki/Albert_Camus
   c. These two links should have all the info you need. There are many images of Camus online via google images, and images of his books can also be found online.
3. Audience
   a. This should be targeted to those who have an interest in getting to know more about Camus from an educational standpoint. This isn't a commercial site, and won't be used to sell anything. I expect the audience to be of high school and above, as they will likely be well-read.
4. Message
   a. I want to focus on the confidence and impressive writing that Camus was able to produce in his lifetime. His writing and style won him a Nobel Prize in Literature, so I can see this being text-heavy with images of Camus. It could be a gateway into introducing Camus' books, so make sure to include links or images of his publications.
5. Tone
   a. Informational, impressive, literary. I want the style of the site to be placed in an older time and focus on the values and philosophies that he believed in.
6. Visual Style
   a. Direction 1: Mostly black and white, text heavy with images of Camus (also black and white). Make the text feel like a book, with serifs and big pullout quotes that provide visual contrast.
   b. Direction 2: A focus on images, using them to tell a story as supporting text goes through his life.

Here are some images of his books to lead off for direction 1:

Images that might be relevant to the style of the site

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A black and white site that uses good navigation and large text: