

# Creative Brief

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Kemper Art Museum

## 1. Overview

Website is for the purpose of learning about the museum, as well as getting to see upcoming/current exhibitions taking place.

## 2. Sources

[https://en.wikipedia.org/wiki/Mildred\\_Lane\\_Kemper\\_Art\\_Museum](https://en.wikipedia.org/wiki/Mildred_Lane_Kemper_Art_Museum)

<https://www.kemperartmuseum.wustl.edu>

## 3. Audience

For anyone interested in the Kemper Art Museum

## 4. Message

The site should have basic information for someone who is interested in visiting the museum.

## 5. Tone

User friendly and somewhat modern

## 6. Visual Style

Modern with simplicity in order to allow the images and information on the site to guide the user.