Creative Brief

Sang-Jin Lee
11/8/2017

Project Title: Woodblock Printing in Japan

1. Project Overview

The goal of my site is to be informative in an engaging way. What I mean by this is that I want the focus of each page to be largely visual. I want the im ages to have a greater hierarchy than the text, so that people will be intru iged when opening the site. The feeling of going to a museum and under standing the history of something really interesting that youre looking at is very rewarding, and I want to emulate this. But yeah theres a ton of potential visually here.

2. Resources

https://en.wikipedia.org/wiki/Woodblock_printing_in_Japan
ArtStor

3. Audience

Pretty much anyone that cares about art/visual stuff (which is like everyone)

4. Message

In terms of messaging, I want to bring light to the technical skill of the work while focusing on how long ago this was. I feel like highlighting the age of the process/history of it will make it even more impressive.

5. Tone

Tone should be matter of fact/somewhat monumental? Like youre present ing something you know is amazing and you want people to understand how amazing it is.

6. Visual Style

Not entirely sure what to do here. Could either go for a pretty strict grid or you could make it really loose - cutting out shapes from the images, large scale shifts bleeding off the pages etc. Up to you, but I do want the text to be quiet/clean/easy to read with large images and a smart use of white space if possible.

流
MUSUBI

契
MUSUBI

兆
MUSUBI