CREATIVE BRIEF

Project Title: **Andy Warhol Website**

PROJECT OVERVIEW

The goal of this website is to introduce the artist Andy Warhol, mainly his artworks and artistic achievements. I do want this website to have Warhol's bio, but the most important aspect of the website should be Warhol's works.

RESOURCES

The Wikipedia page of Andy Warhol (https://en.wikipedia.org/wiki/Andy_Warhol#1950s) has all the text and many images needed for this website. The website of Andy Warhol Museum (https://www.warhol.org/), Artsy (https://www.artsy.net/artist/andy-warhol), and Google Images can also be useful sources for images.

AUDIENCE

The website is designed to educate adults who are not professional art historians but are interested in Andy Warhol. The website will also be shown in the Sophomore Review in front of Sam Fox professors.

MESSAGE

To present Andy Warhol as a prolific artist in all fields, therefore educating people Warhol as one of the greatest artists of 20th century.

TONE

This is an informational, educational website, so I hope to keep the tone of the design professional. But it does not mean the design cannot be fun or entertaining, after all the website needs to educate and arouse curiosity.

VISUAL STYLE

Since many of Warhol's artworks have many very vibrant colors, I don't want the other elements of the website to have many colors, otherwise it will make the eyes tired. I will give the designer freedom in their specific choice of color scheme. The bottom line is colors of Warhol's artworks are not manipulated.