

Creative Brief

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Project Title: Needlepoint Website

1. Project Overview

The goal of this website is to educate and inspire audiences about the art of needlepoint. The site should highlight its historical roots, diverse techniques, and modern resurgence as both a creative practice and a mindfulness activity. It should appeal to craft enthusiasts, beginners interested in learning, and design lovers drawn to texture, color, and handcraft.

2. Resources

Resources will come from <https://en.wikipedia.org/wiki/Needlepoint> and from <https://www.needlepointclubhouse.com/> and <https://pennylinn.com/collections/new-all>

3. Audience

The audience would be people considering getting into needlepoint. Students and teachers in art, design, or crafts. As well as interior designers or enthusiasts who value handmade detail and texture. Individuals who are looking for a mindful, tactile, and creative practice.

4. Message

The website should communicate that needlepoint is a timeless art form that bridges tradition and creativity. It should highlight how needlepoint embodies patience, precision, and beauty. Showing how it is not only a means of artistic expression but also a mindful, meditative experience.

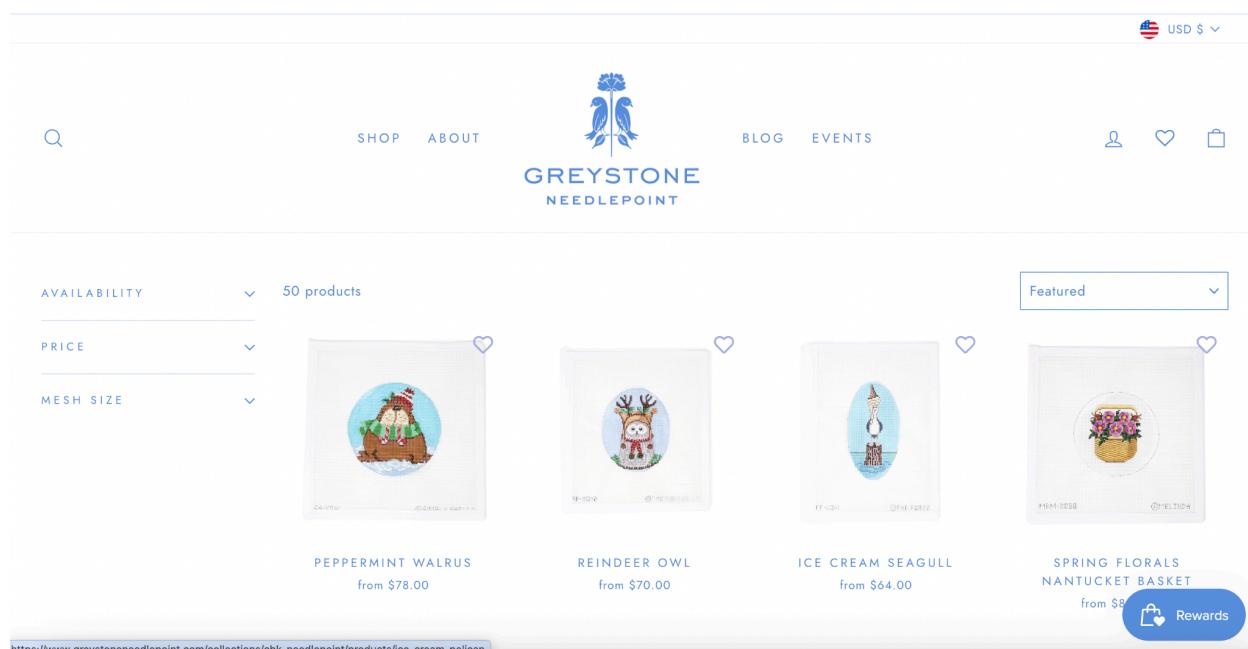
5. Tone

The tone of the site should be:

- Warm and inviting: Welcoming users into a creative, handmade world
- Educational but inspiring: Informative without feeling instructional

- Sophisticated Yet Accessible: Honoring the tradition of needlepoint while appealing to modern design sensibilities
- Mindful and Calm: Mirroring the meditative rhythm of the craft
- Language should feel personal and engaging, encouraging exploration and creativity rather than technical precision alone.

6. Visual Style

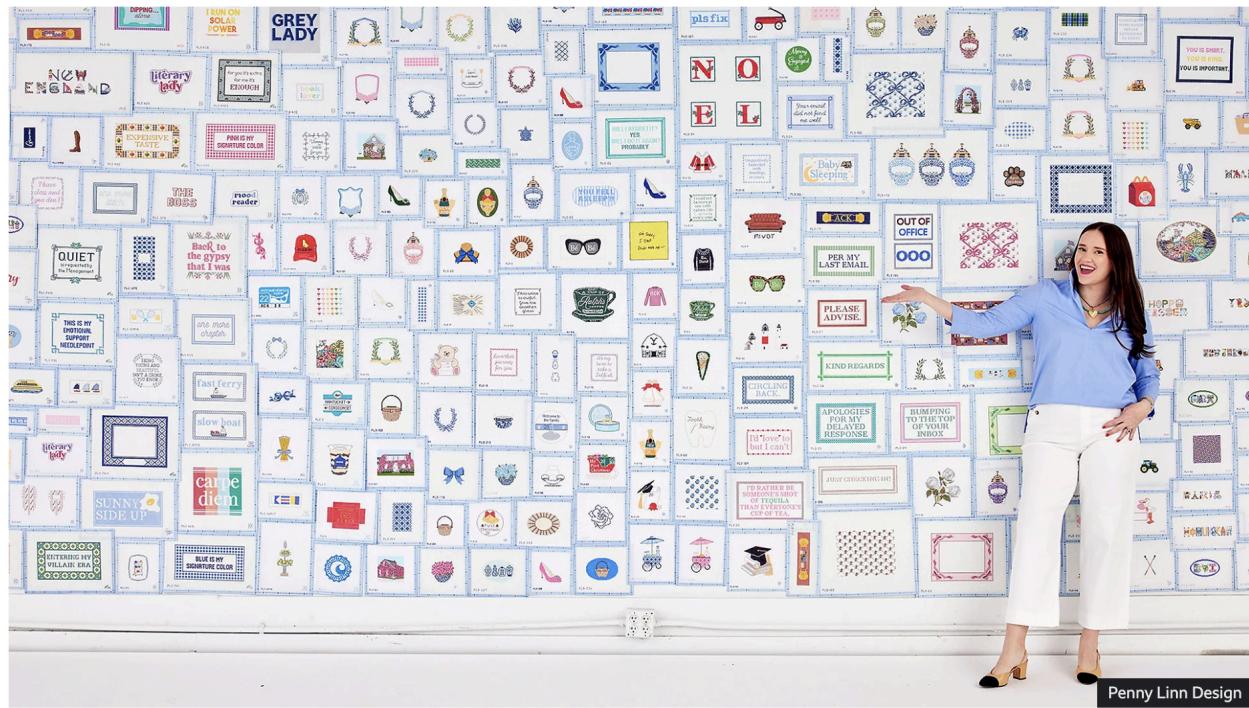


Light pastel colors that make it feel fun and light!

MARCH 31, 2020

A Quick History Lesson on Needlepoint: From Necessary to Noble to Novel

HISTORY OF NEEDLEPOINT



Penny Linn Design

Like this with a mishmash of canvases