

PROJECT STATEMENT

TRUDINH

SMALL BOOKLET ON THE HISTORY OF THE BAUHAUS SCHOOL OF ART

CLIENT

The Art Story Foundation

The Art Story is an educational 501(c)(3) non-profit organization founded in 2009 to demystify Modern Art and further art appreciation.

The Art Story's vision is a world where the ideas and aspirations behind the wondrous art works are accessible to everyone to explore and be inspired by. The dedicated staff help millions of people each year understand and enjoy every style of art from Impressionism to Conceptual and Digital art.

THE PROBLEM

The Bauhaus is one of the most influential modernist art schools of the 20th century. Its goal is to reunite creativity and manufacturing. Today, young people aren't aware of the movement and the goal is to inform young people on the history of the Bauhaus and to get them engaging on the subject.

TARGET AUDIENCE

College student

Grade school student

Instructor

PERSPECTIVE OF THE CLIENT

Get the reader engaging in on the subject

Content as educational resources

Gain new interest from the reader

SOLUTION

Develop and design a unique, intriguing, and educational booklet on the history of the Bauhaus art school. Use typography and color palettes that strongly represent the Bauhaus style to get the reader engaging on the subject.

COLLATERAL

Booklet 6 x 6 inches (12 x 6 inches spread)