

Creative Brief

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Project Title: Alphonse Mucha Website

1. Project Overview

The goal of the project is to publicize Mucha's ground-breaking, unique, body of work, especially the lesser-known pieces.

2. Resources

https://en.wikipedia.org/wiki/Alphonse_Mucha#

3. Audience

If this turns out to my satisfaction then this would go in my portfolio. Otherwise, tho only ones who'd see the website are James and maybe my classmates. So general a young-adult to adult audience.

4. Message

I want to highlight the works of Mucha throughout his life and how he evolved as an artist, including outside of the Art Nouveau style he was known to pioneer. Outside of his famous advertising work (the OG graphic designer), he made a lot of series that were both beautiful and deeply personal.

5. Tone

Informative, historic, appreciative. Analytical, as in describing his art and pieces well.

7. Visual Style

I think laying it out like a museum exhibit would be very cool. There could be framed pictures of the art that one could scroll through (maybe sideways?). As for colors, I think either soft, natural, pastel-y tones like in his more well-known pieces, or the black-and-white style of *Le Pater*.

