

Creative Brief

Brooke Adler

11.17.2019

Project Title: Henri Matisse Website

1. Project Overview

The goal of my website is to be an informational site that is full of energy yet still informative. It should be a basic and simple look at Matisse's life for the uninformed viewer, similar to the essence of the Wikipedia page.

2. Resources

Copy available on Wikipedia along with some key works. You can also look at

<https://www.henrimatisse.org>

<https://www.moma.org/artists/3832>

<http://www.henri-matisse.net/biography.html>

3. Audience

This site is informational. I intend for the audience to be people who aren't involved in the art world, or have studied art. They are looking at Matisse's work with fresh eyes

4. Message

I would like to focus on his vibrant work and his inventiveness and uniqueness. I would also like the audience to become more curious about art after viewing the site, which is a challenge but could be interesting!!

5. Tone

Not too historical / cold. You can incorporate a contemporary voice.

6. Visual Style

Colorful! Can be expressive and fun!



MATISSE





Henri Matisse.

Life
Painting