Creative Brief

Monica Moskiewicz
11/8/2017

Project Title: Henri Matisse Website

1. Project Overview

The goal of my website is to portray Matisse's paintings and sculpture, while also provide some background on Matisse as a person. I would like the feel of the site to be colorful like Matisse's work, but not flashy. I imagine the body font being a modern sans-serif like Vista Sans, or something similar.

2. Resources

Copy is available at
https://en.wikipedia.org/wiki/Henri_Matisse#Selected_works:_Paris.2C_1901.E2.80.931910

There are a lot of pictures of his paintings and sculptures on Google.

3. Audience

This is a strictly informational site, but will most likely be part of my portfolio.

4. Message

I'd like to showcase Matisse's work and himself as a person. Think of the site as almost a portfolio for Matisse. I want the look and feel of the site to match Matisse's work, but staying modern. Even though one of the sections is about 'War Years' the site feel should be consistent throughout.

5. Tone

The tone should be lighthearted and playful.

6. Visual Style

Use Matisse's work as inspiration. Use colors and use some abstractness in your design.

https://www.moma.org/interactives/exhibitions/2014/matisse/

HENRI MATISSE
THE CUT-OUTS

H
ENR I
MAT
I SSE

OCT 12 2014
FEB 8 2015