

Creative Brief

Justin Ling 29/10/2022 **Project Title: Kemper Art Museum Website**

1. Project Overview

My main goal is to inform my viewers about the history and artworks in the WashU Kemper Art Museum. I want to present my website with descriptions and images to allow viewers to learn about art history more conveniently.

2. Resources

Content will be from

https://en.wikipedia.org/wiki/Mildred_Lane_Kemper_Art_Museum and images from other credited sources as well.

4. Audience

This site will primarily target people interested in art and art history, who could potentially be students and instructors at Sam Fox.

5. Message

The message I hope to deliver is to provide my viewers with information on the museum's historical facts and acknowledge its establishment.

6. Tone

The tone I am aiming for will be less formal but also a sense of scholarly source since it talks about history. It should also highlight some of the famous works and the background story behind them.

8. Visual Style

The visual style will be warm and bright to resonate with the museum's space. It should also include photography of the museum and the artwork. The button on the page will guide the viewer to different sites and sections of the gallery.

