

Creative Director: Justin Ling
Designer: Julie Cho

Microsite Topic: Sculptures around Sam Fox

Overall Notes:

- Futura as the dominant typeface throughout pages, open to other fonts being used for titles/subheadings
- Images to be the main subject with concise descriptions -- Big images with small to medium sized text to accompany the images

Stylistic:

- Pastel colors: light blue and white, text: black
- Visual style: simple, clear formatting
- Pages: Homepage + page for each sculptures
- Sidebar/menu at the side of the page

Pages:

- Homepage: Img of Kemper museum + brief introduction of the Kemper museum
- Rest of the pages: Image as the main subject, accompanying text to its side or below the images
- Include minimum 3-4 sculptures