

Creative Brief

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Project Title: Yayoi Kusama Website

1. Project Overview

- a. The goal of this website is to show the brilliance of Yayoi Kusama and also emphasize the hardships she has gone through in her life. I want to show how important art was for Kusama, and how her work was often imitated by other prominent artists with little credit given to her.

2. Resources

- a. There is a lot of information available on Kusama at https://en.wikipedia.org/wiki/Yayoi_Kusama, along with photographs. There are also photographs available on Google Images.

3. Audience

- a. This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children. I would love for this to be directed specifically at other artists as a thoughtful interpretation of how art is experienced by different types of people.

4. Message

- a. I would like to focus on the significance of art itself as expression and how Kusama's art represented her inner turmoil and mental health.

5. Tone

- a. The tone of this website will be both playful and serious. Kusama's art is often perceived as playful despite the gravity it represents in her own life. I want to give her story enough attention on the website but also add some colorful/playful detailing that alludes to her work. Ideally, I could use her colorful art to display the seriousness that her work represents.

6. Visual Style

- a. I think the site will be primarily black and white with pops of color that Kusama uses in her work (red, yellow, green, blue). I want the website to be modern and clean and reflect Kusama's effect on art.