

Creative Brief

Layla Lee

Project Title: Mary Cassatt

1. Project overview

The goal of my website is to be generally informational, presenting Mary Cassatt's life, education, paintings.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Mary_Cassatt, as well as some pictures of her works. There are a lot of other photographs available on Google Images and Google Arts & Culture.

4. Audience

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, or people of higher than retirement age.

5. Message

I want bring attention to Cassatt's works, her feminist viewpoints, and legacy as a female artist. Female artists are usually underrepresented in art education and I wanted to show why Cassatt is important for impressionism.

6. Tone

I think the content will hold an admiring tone because we will be looking into her paintings and prints, and themes of female representation.

8. Visual Style

I want to match the visual style and tone of impressionism/ Cassatt's works. A lot of bright, pastel tones and old print style typefaces.