Creative Brief
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Project Title: Hyperart Thomasson

1) **Project overview:**
I chose this project because I thought the concept of Hyperart THomasson was both amusing and thought invoking. Who knew that those random everyday objects and structures that we see lying around with no real purpose to them had an entire name and theory behind them. It's really interesting, and I think a fun movement for the public to know about.

2) **Resources:**
Lots of information can be found on https://en.wikipedia.org/wiki/Hyperart_Thomasson and many many images can be found on https://www.flickr.com/groups/thomason/pool/ to use.

3) **Audience:**
 This site could be for anyone, but mainly for young adults to learn more about this fun art movement and style. I want the site to be colorful and fun with pops of color, so that anyone can enjoy. Though, the text is probably a bit more complicated and the concept a bit hard to grasp and therefore the audience would probably be late teens/early 20s and above.

5) **Message:**
I would like to get across the main message and purpose of this conceptual art type. Though I want it to be known that it is a type of 'hyper' art in the way that it was not created to be viewed as art originally. I want this page to showcase how interesting this concept is, and how just like a piece of art, it doesn't have any real purpose in society but still is preserved and kept on display.

6) **Tone:**
I want the opening page to be fun and lighthearted, possibly showing a photo of a staircase that leads to nothing or another random piece with a bit of text asking a question like "What is the purpose of this?" to add light and humor to this very complex subject. I want the page to, despite having some dense information about what makes art art, remain lighthearted and interesting and accessible to people who might not be so scholarly or aware of conceptual art movements.

7) **Visual Style**
I really like the diagonal space dividers that can be seen on this site: http://www.collectifblanc.com/, I think they're very fun and could probably be filled in with interesting images of hyperart thomassons. I want to use a serif text and though I want the page to be colorful, I rather have it have pops of color rather than a visual overload type of piece. It want it to be a simple and direct system, but utilize shapes and colors and images that have some sort of color theme that keeps it from being boring.