Creative Brief

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Mark Rothko Website

1. Project overview

The goal of my website is to present the life of Mark Rothko, focusing on his work, as well as the stories behind his work.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Mark_Rothko#The_Rothko_Chapel which can be your source for which images to use. But I suggest google searching for higher quality images.

3. Audience

The website should be geared toward artists or those interested in art history/art, since the topic is so specific.

4. Message

I'd like to focus on how all of his works were different and how his style and fame got to where it did.

5. Tone

The tone of the website should really just be a clean canvas for the images and supporting text. His color field work was meant to be contemplative, so I want the website to be clean and simple and reflect his idealogy.

6. Visual Style

when presenting the work, you could either have a grid of images, which when you hover over them, you get information on them. In this case, the other pages bar should probably be on the left side.

OR you could have large image which you can scroll/click through. in this case, the other pages bar should probably be on the top.
you could add a bar at the top with an image if you wanted.

or instead of pages, it could be one big scrolling page, with different sections, a back to top button, and buttons at the top to go to each section. - i like the idea of this
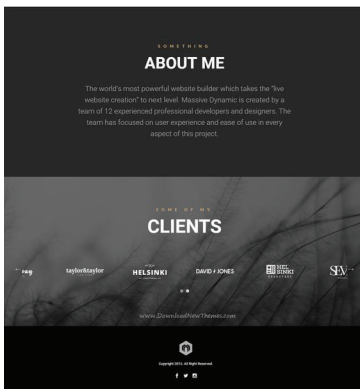
tabs for the sections that are below

colored images of work - hover over them for info about them

pages

back to top

or more like a portfolio website