Creative Brief
Nicole Fox
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Project Title: Louise Bourgeois Website

1. Project overview
I honestly chose a fine artist with the thought that I could use the basic structure of the website
I would make to move forward in creating my own design website. That could be something
this does for you as well, although it doesn't have to. Regardless, the website should follow the
format of a contemporary artist's website, focusing primarily on the work and less on
biographical information.

2. Resources
https://en.wikipedia.org/wiki/Louise_Bourgeois
look up images on ArtStor and consider using scans from the Art and Architecture Library
This is the website of a senior com des student that I think is effective because it has space for
text to accompany the work and gives context for all of his work. http://www.noahabaker.com/

4. Audience
Because I had been envisioning this website as a designer's website, the audience is presumably
both clients and potential employers (implicitly). The explicit audience to the actual Louise
Bourgeois website the general public who might have more interest in art, and are more likely
to be in school or hold a college degree.

5. Message
The website should give an idea of the strength and variety of Bourgeois' work – so thinking of
ways that work can be viewed simultaneously, or ways to categorize the work into meaningful
sections.

6. Tone
The tone should relate to the recurring themes of her artwork. Among these are memory,
childhood trauma, hidden emotion, architecture, personal space, and sexuality. It will obviously
be difficult to address all of them, so maybe consider establishing an overarching theme of the
work or the way that it makes you feel.

8. Visual Style
Although there's a lot of reference material available to cultivate a really strong "Louise
Bourgeois" style, I would still try to maintain a pretty simple, direct system so as not to distract
from her work itself. I would still consider her aesthetic and spend some time google imaging
the artist herself as well as her artwork, and try to incorporate that in subtle, unobtrusive ways.