

Creative Brief

Julia Dickerman
04/08/2021

Project Title: Hilma af Klint Website

1. Project Overview

The goal of this website is to inform readers about Klint's life and work. I want to focus on the fact that she was a pioneer of abstraction and modern art, and that she was working before many of the more well-known male pioneers of the era. I want it to function somewhat like a gallery exhibition.

2. Resources

Resources can be found at https://en.wikipedia.org/wiki/Hilma_af_Klint and there are many more photos of her works on google images.

3. Audience

The intended audience is anyone who would go to a museum or gallery. I want the page to be informative enough that regulars of the art world will find it interesting, but accessible enough that someone who may only know a handful of artists would be able to learn from and enjoy the site. It doesn't really need to be accessible to children but should be accessible to someone with a limited art background.

4. Message

The main objective of the site is to show Klint's art and to highlight that she is a pioneer of modern art. This should be the focus of her biography section.

5. Tone

The tone should feel similar to a modern art museum exhibition. Think of the large informational text block that is usually at the entrance to such an exhibition: this should be the feel of the bio and the work pages. It may also be helpful to think about the descriptions next to the works themselves in museums as a way to link the gallery page with the work page.

6. Visual Style

I think most of the site should be sleek and simple, using a white background and black text. We can potentially also play with color blocking in some areas, using the colors in her pieces for inspiration as background colors for panels. It might be interesting to try and incorporate her works as design elements throughout the site in addition to the gallery. Her most famous works are in a pastel color palette, but she also has pretty different palettes during different eras, so it might be possible to coordinate colors that way.

Whitney Museum of American Art Open today: 10:30 am-6 pm [BOOK TICKETS ONLINE](#)

[VISIT](#) [EXHIBITIONS & EVENTS](#) [ART & ARTISTS](#) [LEARN](#) [SHOP](#) 🔍


COLLECTION

Explore the Whitney's collection of over 25,000 works, created by more than 3,600 American [artists](#) during the twentieth and twenty-first centuries.

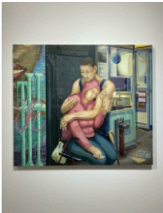
Search artists or works 🔍

Date (newest-oldest) ▾ Filters + Has image [Randomize](#)

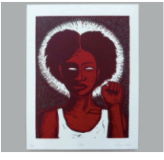
25,531 works




Louis Fratino
The Sleepers
2020



Alison Saar
Rise
2020

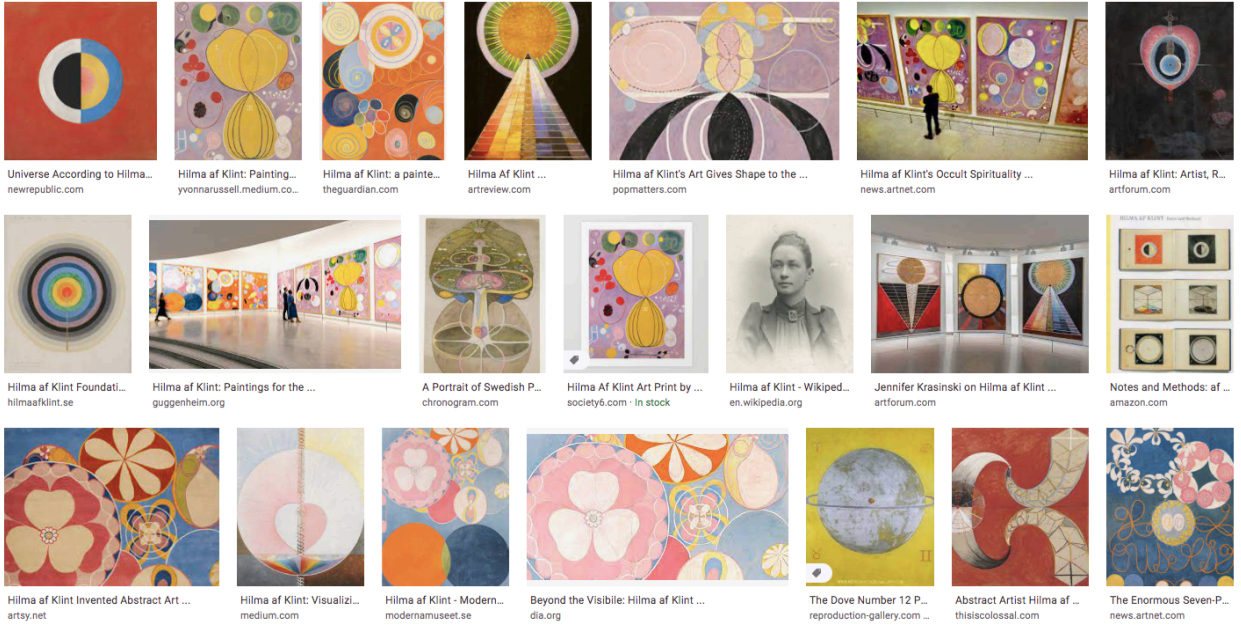


Cauleen Smith
Firespitters



Jonathan Lyndon Chase
Run away with me
2019

I like this type of appearance for the gallery page, but the images would be much larger with fewer columns, and there obviously wouldn't be need for the search and filter section.



These are just the google image search results for hilma af klint, but I think they include some really nice colors that we could incorporate as background colors. I think the text pages could have different background colors in different sections. I particularly like the light blue and pink and orange. I would also like to incorporate red somehow but I don't really think it would work as a background color for text.