

Creative Brief for Jackson Pollock Microsite

1. Project Overview:

The goal of this website is to present Jackson Pollock's life, groundbreaking painting technique, and his lasting influence on the world of art. The site will highlight his creativity as well as contain general information about his life.

2. Resources:

Primary text source: https://en.wikipedia.org/wiki/Jackson_Pollock

Additional resources: Images of his paintings as well as himself and quotes from art historians

3. Audience:

The audience for this site includes anyone with an interest in learning about Jackson Pollock, as well as my classmates and professors, given that this is for a class project. The website is purely informational and will not be promoted commercially. I believe it could appeal to a wide range of ages, especially those who enjoy exploring art or discovering new things. While children may not be the primary audience, anyone with a curiosity about abstract art or modern art history would likely find value in this site.

4. Message:

The goal is to portray Pollock as a revolutionary artist who transformed art through his unconventional techniques and approach, inspiring generations of artists. By illustrating his evolution and unique style, I want viewers to appreciate the depth and influence of his work, seeing him not just as a painter but as the trailblazer for abstract expressionism.

5. Tone:

The tone and mood of the site will play a central role in immersing the viewer into Pollock's world. I want the tone to reflect the powerful emotions and energy found in his work, setting the stage for an experience that feels both contemplative and visually striking.

6. Visual Style:

Some Ideas:

- Bold, abstract elements with a dark or muted color palette to allow Pollock's vibrant artwork to stand out
- Incorporate drip-style graphics and texture that echo Pollock's techniques

I really have 2 different ideas for the tone/visual style of this microsite:

1. I want the website to give users the feeling of walking through an art gallery, observing different stages of Pollock's life and work as if they are viewing his paintings in person. This approach would create a serious, well-organized atmosphere, with a black-and-white or monochromatic palette to evoke the quiet, reflective experience of an art museum.
2. Alternatively, I envision a site where users feel free to interpret Pollock's art in their own way, reflecting the spirit of abstract expressionism. This approach would focus on a vibrant, sporadic,

and colorful design, capturing the energy and spontaneity that define Pollock's work and inviting each viewer to experience the art with their own unique perspective

