

Microsite Project - Jackson Pollock

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Link to the Recording:

https://drive.google.com/file/d/1MNMN6JqY3oRdPmSCuhZcslroEmR_G69b/view?usp=drive_link

MEETING NOTES:

- Things are subject to change but this is the initial direction for the page

Layout/Navigation

- **Multiple Pages:** The microsite will feature a multi-page layout to organize Pollock's story and artwork
- **Introduction:** A brief overview of Jackson Pollock's life, influence, and style, setting the tone for the site
- **Gallery Page:** Features Pollock's work in a layout reminiscent of an art gallery, allowing users to explore his paintings as they would in a physical space
- **Early Life and Beginnings:** Covers his upbringing and initial influences
- **Artistic Breakthroughs / Legacy and Influence:** Focus on his drip technique and the evolution of his style. Highlights his impact on abstract expressionism and modern art
- **Sources and Credits:** Includes references for images and quotes used on the site

Theme

- **Tone and Mood:**
 - Option 1: A monochromatic or muted color scheme with bold splashes of color to accentuate Pollock's vibrant artwork
 - More likely going with option A, but perhaps one microsite per idea?
 - Option 2: A dynamic, vibrant palette reflecting the energy and spontaneity of Pollock's technique, inviting personal interpretation from the viewer.
- **Gallery Feel:** Emulates an art gallery experience, allowing for a serious and reflective atmosphere while emphasizing Pollock's artistic journey.

Colors

- **Primary Colors:** Dark or muted background with pops of color.
- **Accent Colors:** Bright splashes to mimic Pollock's paint style, drawing attention to key visuals

Visuals

- **Abstract, Drip-Style Graphics:** Integrate elements reflecting Pollock's techniques
- **Imagery:** Photos of Pollock and his works, with quotes from historians to support the narrative

Content

- **Interactive Elements:** Possibly an interactive gallery or scroll-through feature that allows users to view his paintings closely, similar to an in-person experience
 - This would be once you actually start creating the website, adding cool features when hovering / clicked on
- **Typeface:** Modern serif or sans-serif font, clean and minimal to let the art stand out