

Creative Brief
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Project Title: Mary Kassatt

1. Project overview

The goal of my website is to be generally informational, with an emphasis on her contribution to impressionism and her subject matter of woman and child and female relationships in general.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Mary_Cassatt#Relationship_with_Degas, as well as some photography.

https://www.metmuseum.org/toah/hd/cast/hd_cast.htm

There are a lot of other photographs available on Google Images as well.

4. Audience

This is an informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

5. Message

I'd like to focus on Mary Cassatt's impact as a female artist during the Impressionism period and how her legacy provided space for other female artists to have success and recognition.

6. Tone

The tone here I think should be serious and informative. It should allow the viewer to understand Mary's background, career journey, and style.

7. Visual Style

I think the style should reflect Cassatt's painting with soft muted color, and subtle use of patterns. I think the site should highlight her paintings and not feel too distracting with the design. Some of her main colors are pink and green so that would be a good color palette to start with.

