

Creative Brief

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Project Title: Keith Haring Website

- Project overview
 - The goal of my website is to convey the history, influence and works of Keith Haring that highlights his social work beyond his general artistic purpose. I want people who have not yet been exposed to his work to have a greater sense of his impact on the art world as well as pop culture today.
- Resources
 - I plan to use the two sites below for a majority of my copy text and images, as well as google.
 - <https://www.haring.com/>
 - https://en.wikipedia.org/wiki/Keith_Haring
- Audience
 - I think the demographic information may vary. I want the audience to be both young artists who maybe don't know who Keith Haring is, and to educate them on him. I also want to increase the general public's interest and knowledge on him, specifically for those who maybe are already familiar with his name/work but don't know much about him. I don't plan to show this website commercially or in my portfolio beyond the professors and students who review this for the class.
- Message
 - I really want to focus on his social activism works and highlight why his art went above and beyond that of those creating more 'general' pop art for the public in that era.
- Tone
 - I think the tone should be informational yet playful to reflect the content of his work and that of the era it was produced.
- Visual Style
 - I want the style to be very plain and geometric black and white with many instances of playful/organic colorful textures.



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