

Creative Brief

John Tischke

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Japanese Pottery & Porcelain Website

1. Project overview

The goal of my website is to be generally informational. Though a gallery will be included, the site will not be an archive. It will instead present information about the history and craft of Japanese Pottery. I want to instill in the audience an appreciation for the mastery and beauty of the craft.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Japanese_pottery_and_porcelain, as well as some photography. There are a lot of other photographs available on Google Images as well.

4. Audience

This is a strictly informational site. Demographic information could be all across the board, but the audience won't likely include children. Content is likely to appeal towards those interested in art or history and could therefore lean into a museum-esque, editorial quality.

5. Message

I'd like to focus on the complexity of the art form both on an evolutionary and individual scale, allowing the viewer to appreciate the rich tradition of pottery in Japan.

6. Tone

The tone will be editorial and delicate but historical as well. I want the site to feel rich and delicate, reflecting the characteristics of the pottery itself, but I'd also like it to feel grounded in tradition.

8. Visual Style

I want to ride the line between a clean, modern art museum-style site and something more strong and historical. I'd like to use the patterns and textures of the pottery. I also think incorporating Japanese influenced typography could be effective.

9. Visual References

