

Creative Brief

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Project Title: Amrita Sher-Gil Website

1. Project Overview

The goal of my website is essentially to be generally informational. I want it to highlight the life of Amrita Sher-Gil because it is fairly fascinating (biracial/bicultural/bisexual – and those things were not cool at the time, highly trained female artist in Europe at a time where that was unusual, died of a botched abortion that her husband performed, etc.). I also want it to equally highlight her paintings and how they developed over the time.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Amrita_Sher-Gil, as well as some photographs of her and her work. I think the photographs of her and her paintings that can be found on Wikipedia are probably sufficient for the most part, but I would also include her *Self-Portrait as Tahitian* as well (shown below) as an example of her earlier, more Western-influenced work. I also think it's one of her more iconic pieces in the little scholarship there is on her.



The copy will essentially be broken down into the categories that Wikipedia already gives (see topic and content outline for more info).

3. Audience

This is a strictly informational site, with no commercial intent whatsoever. The people that it could reach are probably mostly adults (no young kids and no one higher than retirement age), and it will likely only reach my instructors, unless I decide to include it in my portfolio. I want it to appeal to that age group and also be clear to people who may or may not be familiar with who Amrita Sher-Gil is.

4. Message

I would like to focus on highlighting how accomplished and strong-willed Amrita Sher-Gil was as a person, and I would also like to highlight her work. I would like to focus equally on the work and biography, and stress how important and powerful she was in both these aspects, especially for her time.

5. Tone

The tone should be informational, historic, and maybe almost praising in a way. I want it to show a lot of respect for Amrita Sher-Gil, both as a person and as an artist.

6. Visual Style

I definitely want the color palette and visual style overall to fit the sort of warm, earthy tones present in a lot of her work. I want it to complement her painting styles in a way that would allow the work to really pop. Here are some examples of what I am talking about visually:





I'm pretty open in terms of layout and typographic choice though. Here's two websites I am kind of vibing with.

