

MICROSITE CREATIVE BRIEF
ZOE ALTUS

PROJECT TITLE: YAYOI KUSAMA WEBSITE

1 PROJECT OVERVIEW

THE GOAL OF MY WEBSITE IS TO PROVIDE INFORMATION ABOUT YAYOI KUSAMA'S LIFE AND HOW HER ART HAS BEEN A MANIFESTATION OF HER HALLUCINATIONS, BUT I WANT TO SHOW THIS IN A PLAYFUL MANNER

2 RESOURCES

THE CONTENT FOR THIS WEBSITE CAN BE FOUND AT [HTTPS://EN.WIKIPEDIA.ORG/WIKI/YAYOI_KUSAMA](https://en.wikipedia.org/wiki/Yayoi_Kusama). THERE ARE A FAIR NUMBER OF SECTIONS THAT DON'T NEED TO BE INCLUDED IN THIS WEBSITE; IT CAN BE DISCUSSED WHICH ARE THE MOST IMPORTANT SECTIONS

3 AUDIENCE

THIS IS AN INFORMATIONAL SITE AND WILL MOST LIKELY BE SEEN OUTSIDE OF THE CLASSROOM ENVIRONMENT ON MY PORTFOLIO AND DURING REVIEW BY PROFESSORS

4 VISUAL STYLE

I WOULD LOVE THIS TO BE PLAYFUL AND VERY MINIMALISTIC (PROBABLY BLACK AND WHITE WITH ACCENT COLORS FROM HER WORK)