

Creative Brief

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Project Title: Beatrix Potter

1. Project Overview

This microsite will focus on the life and career of Beatrix Potter. While Beatrix Potter is most known for authoring and illustrating children's books, this microsite will also focus on her achievements as a conservationist, scientific illustrator, and amateur mycologist.

2. Resources

I will source the copy and some images from Wikipedia:

https://en.wikipedia.org/wiki/Beatrix_Potter#cite_note-36

I found some helpful photos of her and her work on this site:

https://www.orencooriginals.net/blogs/news/beatrix-potter?utm_source=pinterest&utm_medium=social

*I also plan to use images from Flickr and a couple of my own illustrations if necessary for visual consistency.

3. Audience

This microsite is for those who want to learn about Potter's life and her work, both as an artist and environmentalist. For those who grew up reading her children's books, I want the site to have a nostalgic feel, featuring the illustrations that compose the worlds in her storybooks. For those new to her work, this site will provide the information, both visual and textual, to become quickly familiar with Potter and her work.

4. Message

This site will show that Potter was multifaceted in her interests and work beyond children's books. Also, in regards to Potter's career and scientific efforts, the site will paint her as a pioneer for women in her fields of work.

5. Tone

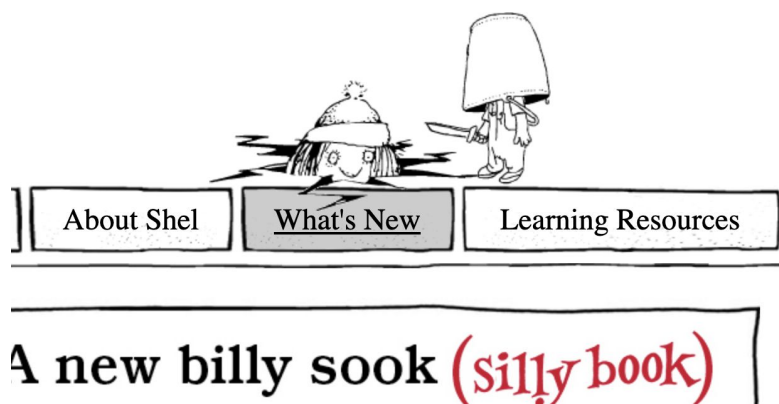
The tone for this website is **informative** in the written content while **playful** in the use of imagery. This balance will reflect Potter herself, as she was both intelligent and vastly imaginative.

6. Visual Style

I want the site to emulate one of her books, with a limited neutral color palette to compliment the watercolor illustrations. I want most of the imagery to be illustrative, except for historical photographs.

I like how the illustrations have been integrated on the search bar of this site about Shel Silverstein. It is playful while remaining clean and simple, allowing the illustrations to be the focal points.

<http://www.shelsilverstein.com/>



Below are a few examples of Potter's illustrations. I like how her illustrations look on the beige/off-white background. It has a soft feel and is evocative of the paper she originally used for her illustrations.



To the right is an example of the kind of display-face I would use for the site:

