

# Creative Brief

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11/19/2020

## Project Title: Tadao Ando Website

### 1. Project Overview

The goal of this website is to be informational and to credit Tadao Ando with his beautiful work and interesting concrete techniques.

### 2. Resources

[https://en.wikipedia.org/wiki/Tadao\\_Ando](https://en.wikipedia.org/wiki/Tadao_Ando)

<http://www.tadao-ando.com/>

<https://www.artic.edu/artists/33420/tadao-ando> The Art Institute of Chicago has some good images of his drawings and sketches.

### 3. Audience

This site is informational and will not be promoted commercially. The main audience will include my professors and classmates. The audience is not likely to include children.

### 4. Message

The main message is to commend Tadao Ando and his achievements in architecture. . It will showcase his talent and range, focusing on his beauty in simplicity and interest in light.

### 5. Tone

I think the tone should be more serious and focus on the beauty of his works. Modern and simple.

### 6. Visual Style

Other than back and white, I think it would be nice to have a very clean, set of grey tones for this site.

<https://pattersons.com/> Patterson's featured page on their site is cool and is inspiration for the body/works page of the site.

