

Creative Brief

Grace Kahler

Project Title: Takashi Murakami

1. Project overview

My goal is to visually represent and talk about the impact Takashi Murakami had on the art world in Japan and America (especially in founding the Super flat movement) in the form of a general informational microsite.

2. Resources

<https://gagosian.com/artists/takashi-murakami/> - would be a good source for images and a short description for the artist bio.

https://www.artlife.com/news/what-is-superflat-a-guide-to-takashi-murakamis-art-movement?srsltid=AfmBOoojyo8u86G8qk9n55dc8Eynors9ggvBj7SR8x_Hj69tgrsn0v73 – good explanation of the super flat art movement.

4. Audience

The most likely audience will be my classmates, instructors, and people interested in seeing my portfolio. In general, the audience will likely be interested in seeing a site that demonstrates my skills with html and in visual layout design. The site will not be catered towards children, but rather more generally an academic audience.

5. Message

I'd like to focus on Murakami's work as a multidisciplinary artist, but also as a collaborator to make work with other artists and follow through on a collective creative vision.

6. Tone

I want to highlight the playful tone of the "Super flat" movement that Takashi Murakami founded, while also staying grounded within an informative voice.

8. Visual Style

I think there is a lot of opportunity to play with color and vibrancy on the page. A lot of his work plays with psychedelic and maximalist themes, while still adhering to the formal organized elements of traditional Japanese design. To represent this tension between his loud, psychedelic style and the clean minimalist presentation of his work in contemporary galleries, I would consider using a clean black and white design to pair with his work.



What Is Superflat?: A Guide To Takashi Murakami's Art Movement

Takashi Murakami is known as one of the most important living contemporary artists today. With original artworks selling for millions of dollars and continuing to rise in value, if you don't know him for his paintings and sculptures, you'll almost certainly recognize some of his commercial ventures in fields such as fashion, merchandise, and animation. Reaching fans and collectors all over the globe, he was the only visual artist named one of Time magazine's "100 Most Influential People" in 2008.

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(example of clean/white, black (design)

I could also explore options where the typography and layout are more fantastical and playful. But I am leaning towards a more minimalist aesthetic.



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