

Creative Brief

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Project Title: Catherine the Great

1. Project overview

The goal of my website is to inform people about the life and times of Catherine the Great. She has been slandered by her enemies and successors, and is remembered as a caricature of herself, I'd love to highlight her story and strength!

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Catherine_the_Great. There are several other books I plan to pull from. Beyond this, much of the imagery I plan to use can be found on google images.

3. Audience

This is informative and not built to sell anyone anything. I would love this to be a resource for people interested in history, likely adults and older teenagers. As a non-arts student, I do not have a portfolio, but if I were to make one, I would love to include this website. In this case, my instructors and future employers may use it.

4. Message

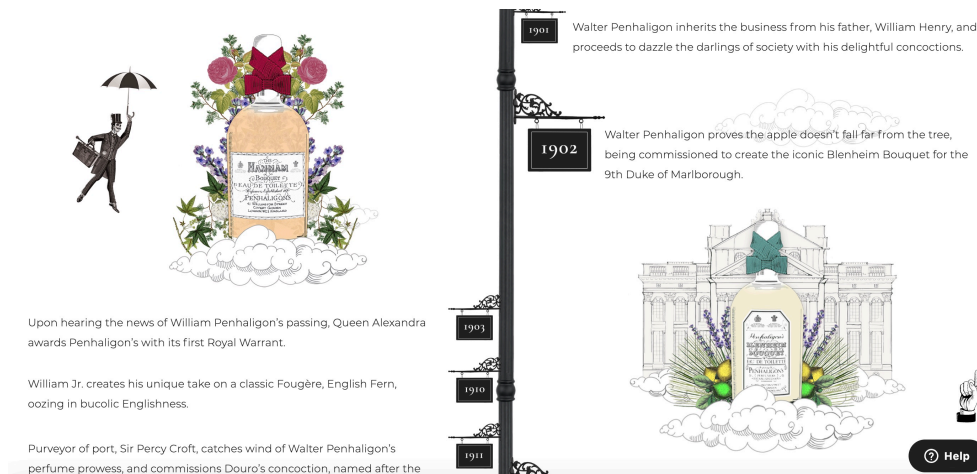
Catherine the Great is remembered as vicious, deviant, and absurd. This is not the case – she was an incredibly shrewd leader, and excellent monarch. She also came to power from (relatively) humble origins and performed a successful coup. I want to pull the curtain back and teach people about an incredible historical woman.

5. Tone

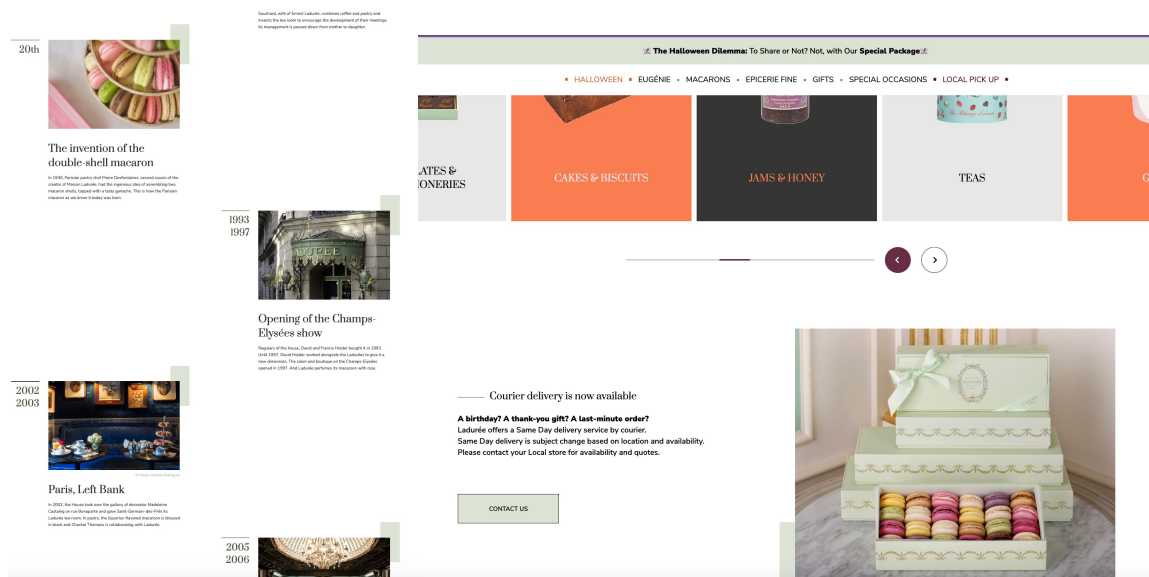
I want to inform and tell an exciting and inspiring story. I want to highlight the inherently feminine nature of Catherine's politics and strategy both visually and textually. I want to inspire the same passion and wonder I feel in relation to this story!

6. Visual Style

This is a historical narrative, and took place during the Rococo era. I want to lean heavily into that. I might use a pastel color palette, and ornate typography. Beyond this, I want to use curved and asymmetrical layouts and nature imagery to further this. Beyond this, I do not want to use any photographs, all imagery will be paintings – preferably from the time period. I think using the actual historical portraits of Catherine, and other key players and locations would be really fun!



I like the whimsy and illustrated nature of the Penhaligons' website



Laduree's soft pastels and hand-drawn elements are also an inspiration