Creative Brief

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Project Title: Fallingwater

1. **Project Overview**

   The goal of my website is to be generally informational, but to also show the uniqueness of Fallingwater and Frank Lloyd Wright.

2. **Resources**

   Copy and some imagery is available at https://en.wikipedia.org/wiki/Fallingwater. There are many other photos on Google as well. Information on Wright himself can be found at https://en.wikipedia.org/wiki/Frank_Lloyd_Wright.

3. **Audience**

   This main people who will view this site are my instructor and people who view my portfolio, including prospective employers. Viewers likely won't include any young children but should be appropriate for high schoolers through people of retirement age.

4. **Message**

   The home is architecturally relevant, particularly in American architecture and I want to make sure that viewers understand its rarity and alignment with Wright's common theme of integration of land and architecture.

5. **Tone**

   The tone should be informational but approachable. I'm looking to highlight the architectural rarity and beauty of the home.
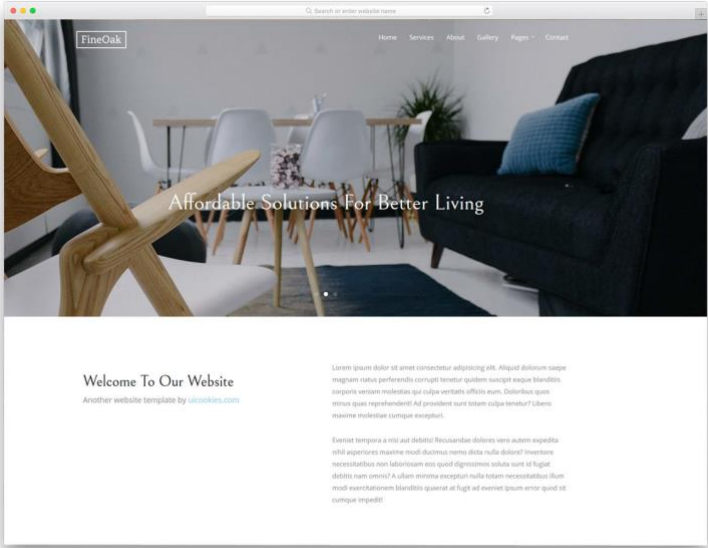
6. **Visual Style**

   One thought I had for the site was to make it look like an architectural blueprint. I think it could be a cool tie in, but I also fear that idea might become too informational looking.

   A more solid idea is to keep it more modern to parallel the ideals of the home. I see there being a lot of integration between type and image to again parallel Wright's theme of integration between indoors and outdoors. Along with this, I think it should have a warmer palette using colors from the house and perhaps could feature a wider typeface to emphasize the cantilevered balconies.
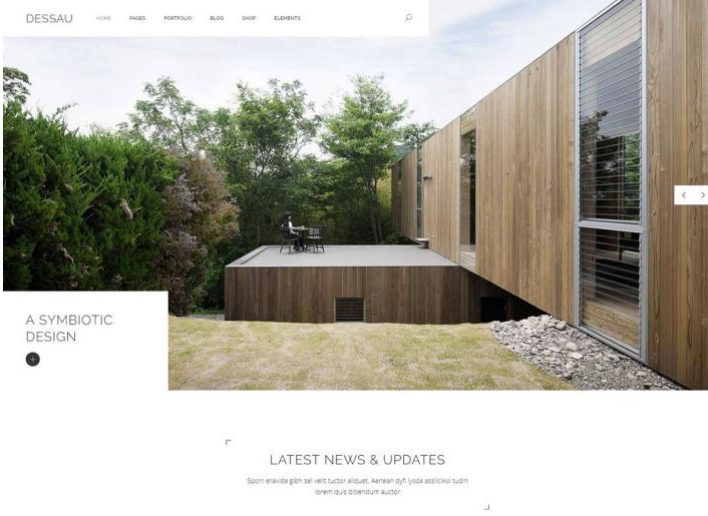
Maybe something like this for the home page but with a warmer palette.

I also like the navigation bar in this page.

I like the clean design of this page. Again, I think it needs to have a warmer feeling and the text over image isn't working too well, but as a general layout it's good.

Same comments as above here.