

# Creative Brief

Angela Clemente

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## Project Title: Introduction to Glassblowing

### 1. Project Overview

The goal of my site is to be informational and generate interest in the subject. It will not be all-inclusive but rather touch on a variety of aspects that make glasswork so compelling.

### 2. Resources

<https://en.wikipedia.org/wiki/Glassblowing>

<https://www.architecturaldigest.com/story/contemporary-glass-artists-you-need-to-know>

More photography available on Google as well

### 3. Audience

The audience for this site would be people with a general interest in glassblowing. It will be reviewed by my instructors and potentially peers. Additionally, it may become a part of my portfolio and therefore may be seen by potential employers. Audience likely will be adults.

### 4. Message

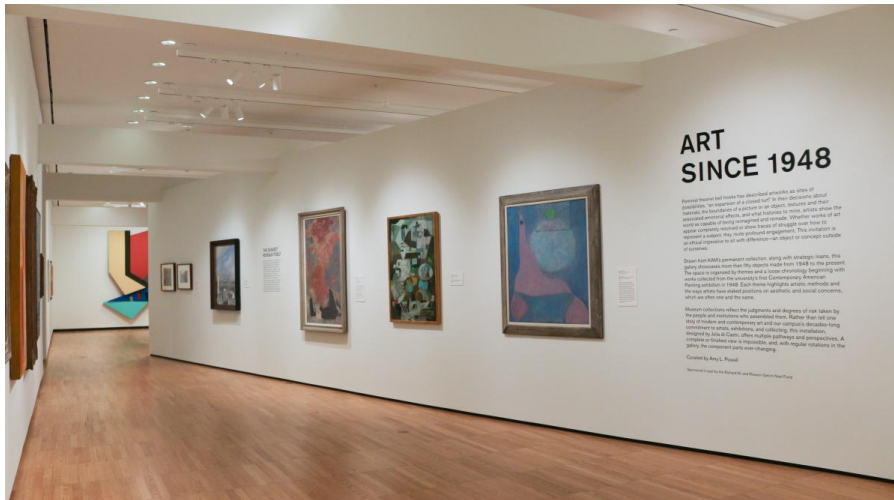
I want to focus on explaining some on the history of glassblowing, modern glassblowing, and some modern notable artists.

### 5. Tone

Tone will be informative but lighthearted. Covering information in a way a hobbyist might.

### 6. Visual Style

I'm thinking of going in a museum like direction. Clean and crisp, emphasis on information and imagery. Black text on a white background, images as sources of color.



#### Great Hall

With three immense domes and eight dramatic arches, the Great Hall has been the majestic main entry of The Metropolitan Museum of Art for more than a century. When the hall was unveiled in December 1902, *New York Evening Post* reported that with its completion, at last New York had a neoclassical palace of art that was "one of the finest in the world, and the only public building in recent years which approaches in dignity and grandeur the museums of the old world."

The Great Hall offers your guests a breathtaking welcome to The Met and a superb space to enjoy your special evening.

#### Reception

— Up to 750 guests  
— 6:30–9:30 pm

#### After-party

— Up to 1,000 guests  
— 10:30–11:30 pm  
— Only available following a reception and dinner.

