

Creative Brief

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Project Title: Stone Setting

1. Project overview

My goal of this page is to be pretty informational. I am trying to make it visually appealing but it is ultimately meant to communicate the types of stone settings in a relatively objective way.

2. Resources

<https://en.wikipedia.org/wiki/Stonesetting> - this is my wiki page I am using, but I am hoping that in terms of imagery I will be able to generate my own to illustrate each setting. If not I can use some from my boss from the summer, but I'm hoping to make it more personal by including my own work.

3. Audience

I am hoping to put this into my portfolio as a way of illustrating both my skill and knowledge of metalsmithing. This won't be commercial, mostly just explaining my thought process when creating a work. So kind of a behind the scenes work.

4. Message

I want to focus on all the options of stone setting, focusing on how vastly different each way can be in terms of difficulty.

5. Tone

My tone is aiming for lighthearted and artistic. I am hoping to make it very hands on and organic feeling, as these stones are natural, and stone setting is a very hands on process. I am hoping to keep things organized while making it feel a little lived in.

6. Visual Style

I am always a fan of blues and oranges, and I think I might base my website on those colors. I know that greys will be prevalent with the metal theme. I like artistic and somewhat swirly styles, but I also can occasionally swing the other way and prefer rather straightforward styles with basic type styles. I think it will depend on the difficulty of pieces that I create, and I will contrast either complex pieces with simple backgrounds and typefaces or simple pieces with more intricate backgrounds to create visual interest.