

Creative Brief

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Project Title: Lucien Lévy-Dhurmer Website

1. Project Overview

This website's goal is to immerse users in Lucien Lévy-Dhurmer's paintings and introduce him as a leading artist of the fin-de-siècle Symbolism and Art Nouveau.

2. Resources

The information is at https://en.wikipedia.org/wiki/Lucien_L%C3%A9vy-Dhurmer, while the collection of his artworks is found at <https://www.mutualart.com/Artist/Lucien-Levy-Dhurmer/9C2F267DA646A854/Artworks>

3. Audience

The website is meant to be informative for the audience with relatively little prior knowledge of Dhurmer's background and is devoid of commercial promotion. It also serves as an immense platform to display his art. This will likely be a part of my portfolio. The anticipated viewers span a wide demographic, appealing to those intrigued by the artistic movements and cultural nuances of 19th-century France.

4. Message

Lucien Lévy-Dhurmer, while a significant figure in the Symbolism and Art Nouveau movements, may not be widely recognized among general audiences today. This insight sets the stage for discovery, inviting visitors to delve into the rich tapestry of Dhurmer's work and influence.

5. Tone

The tone is reminiscent and familiar, evoking a sense of nostalgia for the art and period Lucien Lévy-Dhurmer represents while also making the content feel approachable and relatable.

6. Visual Style

The design will be clean and ensure accessibility, with vintage touches that nod to the 19th-century aesthetic, which bridges Dhurmer's time and today's audience.

Inspired by the prints shown, the border design will be subtly crafted to highlight Dhurmer's work (bottom right).

