

Creative Brief

Maeve Collins

Project Title: Janet Sobel Website

1. Project Overview

The website will be generally informational and art historical, showing Janet Sobel's career and also her influence on other artist's work in the mid-20th century.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Janet_Sobel. The work can be found at <https://www.janetsobel.net/> (archive of paintings)

3. Audience

The website will be part of my portfolio, so I'd like it to be very sleek and formal, in a way that honors Sobel's legacy as a painter. Although it is informational, I would like it to be geared towards people who are already students of Art History, rather than the general public who doesn't have much knowledge of art history, or children.

4. Message

Sobel generally is left out of the canon of Abstract Expressionism, so I'd like the focus to be on bringing her and her influence back into the public eye.

5. Tone

Tone should be historical and documentary.

6. Visual Style

I'd like this to be very image heavy, and very "all-over" which was a big component of abstract expressionism. It should be historical, with copy to emphasize her impact, but it is about the work.