

Creative Brief

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Project Title: Italo Calvino

1. Project Overview

The goal of my website is to be generally informational but interesting, presenting Calvino's life and works in a way that illustrates his personality.

2. Resources

https://en.wikipedia.org/wiki/Italo_Calvino

Images and quotes of his works can be found on Google.

3. Audience

I want both old readers and strangers to his works can both find this website interesting to look at.

4. Message

I want to focus on the style of his writing and his mind behind it. It is iconic and compelling.

5. Tone

The tone should be delightful but thought-provoking.

6. Visual Style

I want to use light-key colors, just to prevent the page from becoming messy. Adding some texture of paper is something I'm going to test. Black and white is also a good choice.

