

Creative Brief

Audeep Cariens

Due 10/30/24

## **Tadao Ando Website**

### **Project Overview**

I think it would be interesting to think about a website in response to Ando's work and visual language. I want to discuss his life in a way that echoes his work, using lots of images and interesting compositional moves.

### **Resources**

Copy from wikipedia page linked above. There is good photography of his buildings there, but there are also many more images on google images and other architecture sources.

### **Audience**

I think the website will appeal to those seeking information about Ando but also designers/artists who are interested in seeing a website that is slightly more abstract visually. This could possibly be part of my portfolio, so it could/should appeal to professionals in design and visual art fields.

### **Message**

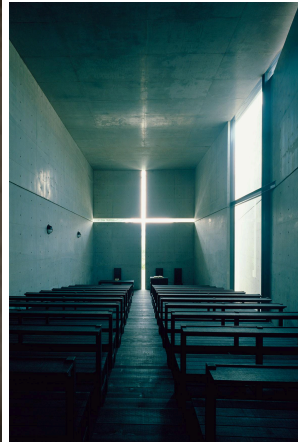
I think it would be nice to hone in on Ando's overall aesthetic and language, leaning into what he is known for. His bio is important, but the tone of his work and project photos are the most important for me and the audience.

### **Tone**

I think the tone should be simple, minimalist, and shift between light and dark; all reflections of Ando's work itself. I want to really match the tone of his buildings.

### **Tone**

I want to lean into minimalism with strong use of negative space and sculpting on the page. There is a dynamic of light and shadow in all of Ando's work, so I want to experiment with darks and lights, maybe even opacities. I also think using a more complex "grid" to build out the site could allow more interesting placement of things and start to build out scenes and structures that are more interesting. Bringing in the texture of his buildings could be cool too.



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Projet de loi n° 1033 relatif à la transparence de l'information sur les rémunérations des dirigeants des sociétés cotées en bourse.

