

Creative Brief

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10/25/2024

Project Title: Graffiti in New York City

1. Project overview

This website is designed to showcase iconic graffiti art across New York City, exploring the history and evolution of graffiti culture from its rise to its decline and the forces that have shaped it over time.

2. Resources

Most of the information is from https://en.wikipedia.org/wiki/Graffiti_in_New_York_City, and graffiti photos are from google images.

4. Audience

This is an informational site, and won't be promoted commercially in any way. This will be part of my final project for my class so my professor will be seeing it. In addition, the site will be structured to appeal to anyone with an interest in art, urban history, or cultural studies. Younger audiences, especially those drawn to modern art forms and street culture are likely to find the content particularly relevant and engaging.

5. Message

The site's mission is to celebrate and elevate New York City's graffiti culture, inviting users to explore and appreciate the stories behind these artworks. Through this project, I aim to highlight the complexity of graffiti as both a rebellious and creative force, examining its influence on art, identity, and expression within an urban environment.

6. Tone

The tone will be a balance of playful and historical, capturing both the vibrant, rebellious spirit of graffiti and its cultural significance in New York City's history. Playful language and bright visuals will engage viewers, while historical insights will provide depth and context to the graffiti movement.

8. Visual Style

Visually, the site will be bold and colorful, featuring high-contrast, bright, and vibrant images that mirror the lively nature of graffiti art. This visual energy will complement the content, with each piece chosen to reflect the creativity, and impact of graffiti in NYC. Here are a couple inspirations

