

Creative Brief

Chandra Phenpimon 10/31/2023

Project Title: Hilma af Klint Website

1. Project overview

The goal of this website is to provide detailed information about Hilma af Klint's life and art, focusing on her contributions to abstract art and her spiritual interests. The site will cover her biography and artwork, emphasizing her unique blend of art and spirituality.

2. Resources

I will gather the main information from the Wikipedia page (https://en.wikipedia.org/wiki/Hilma_af_Klint#). Additional content such as the images of her artwork will be sourced from her foundation (<https://hilmaafklint.se/>) or reputable museum institutions that exhibit her work (<https://www.guggenheim.org/exhibition/hilma-af-klint>).

4. Audience

This website is designed for art enthusiasts, students, and those interested in learning more about Hilma af Klint. It's not for commercial use but will serve as a portfolio piece for potential employers and instructors.

5. Message

The primary message is to highlight Hilma af Klint's contributions to abstract art and her exploration of spiritual concepts. I want to inspire a deep appreciation for her work and the influence she had on the art world and educate other people about her since she is not well-known due to being a female artist and I think her work deserves high praise.

6. Tone

The tone should be respectful and contemplative. It should convey a sense of reverence for Hilma af Klint's life and work, underlining the impact she had on the art world. The content should be straightforward and factual, with an emphasis on the significance of her contributions.

8. Visual Style

I plan on having a minimalist approach. I want to use a muted color palette, possibly just black and white, a neutral color palette, or pastels, all of which will serve as a backdrop that allows Klint's colorful artworks to stand out. I want to create a clean and uncluttered design, ensuring that the focus remains on her art. In addition, I plan on incorporating geometric elements into

the design, which aligns with the geometric style of Klint's art. To further complement this, I think a geometric typeface will add an additional layer of visual coherence to the aesthetic. I am unsure about this idea, but I may also incorporate hand drawn elements or handwritten typefaces to add the tactile quality of the brushstrokes to the website.

These are some of Klint's artworks. I want to draw inspiration from them and use floral and circular motifs.



The Klint Foundation's website is very simple. It doesn't do anything crazy and keeps to a black and white theme. If I don't stick with a black and white or neutral palette, I can also pull colors from her art to base my design system on.



English Svenska

About Exhibitions Image Rights FAQ The Foundation Books Selected Works



ABOUT HILMA AF KLINT

Hilma af Klint (1862-1944) is one of Sweden's most esteemed artists. Today she is celebrated all over the world.

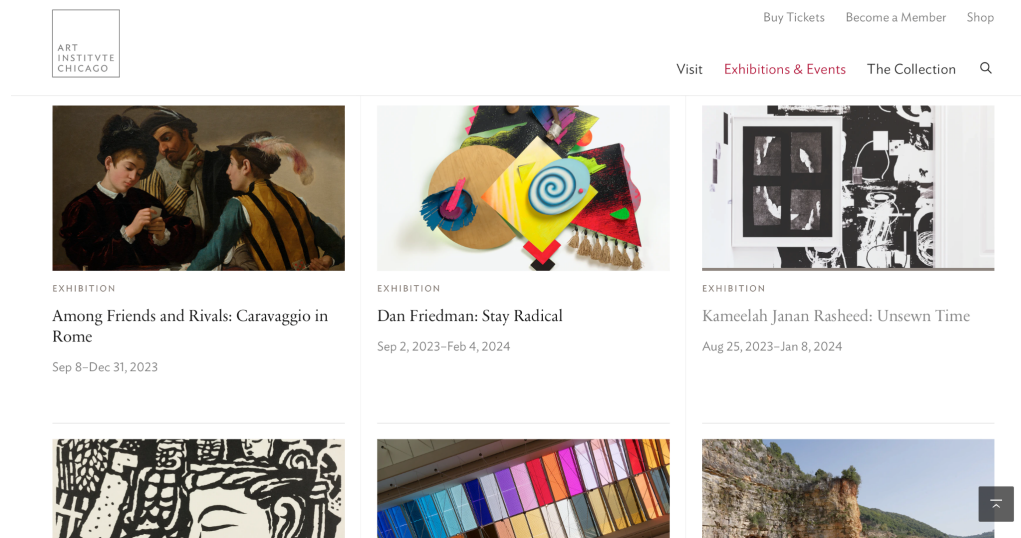
> ABOUT HILMA AF KLINT

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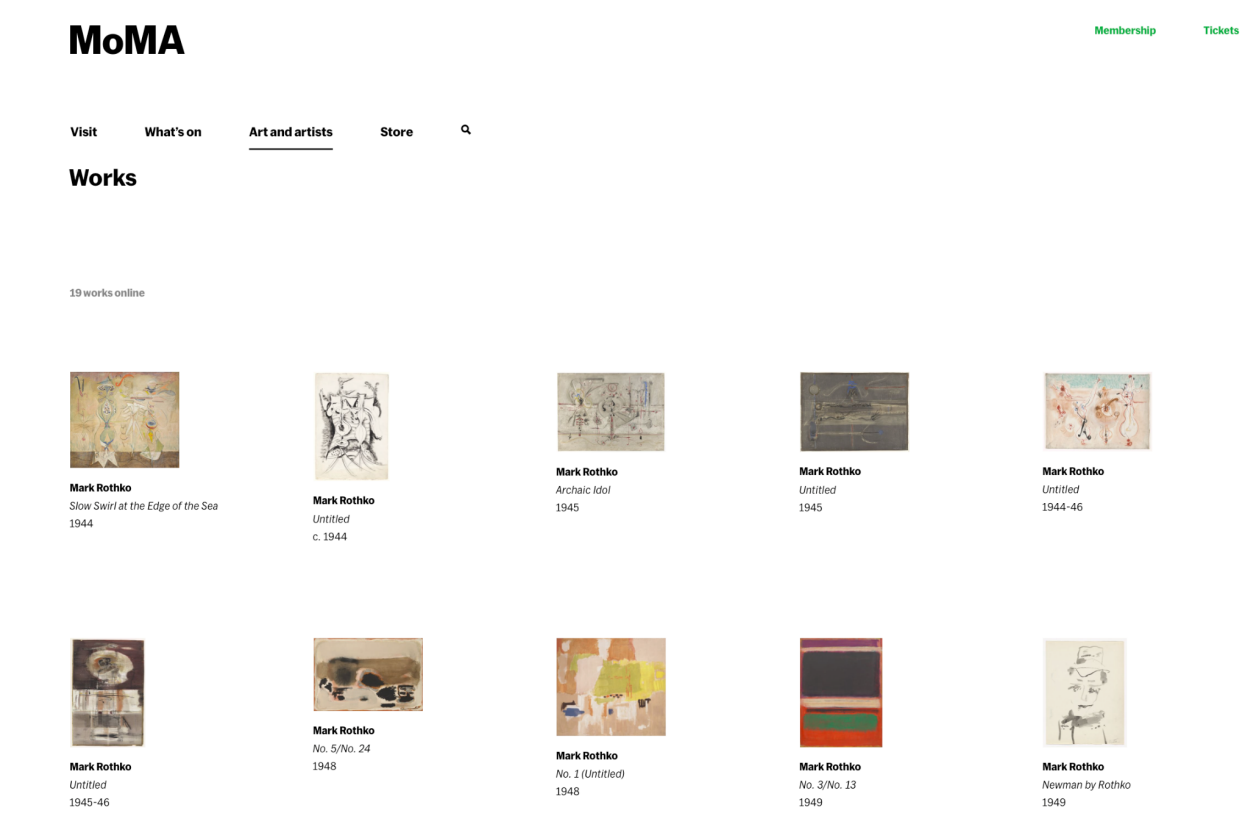
The exhibition page on the Art Institute of Chicago's website has a effective grid structure. I plan on implementing something like this to show her artworks and have the title, year, medium next to it.

(<https://www.artic.edu/exhibitions>)



The Rothko page from the MOMA website is another grid approach to the gallery page.

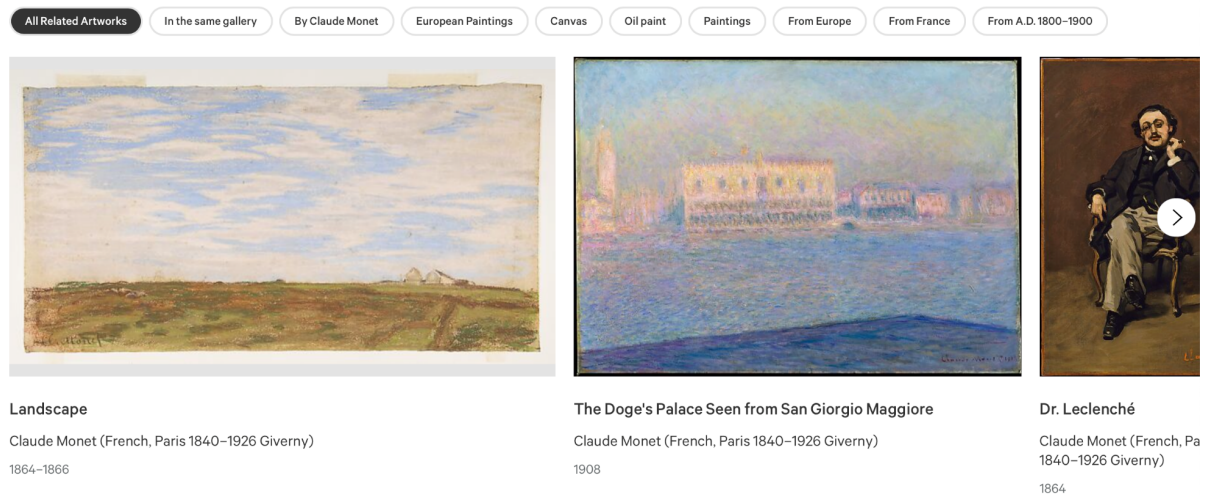
(<https://www.moma.org/artists/5047>)



The Met website implements a scroll gallery feature for related artworks. If I don't do the grid approach, this is also a good alternative to show her work.

(<https://www.metmuseum.org/art/collection/search/437127>)

Related Artworks



I kind of enjoy the hand-drawn elements on the images from the Free People website and I'm thinking about different ways I can maybe incorporate this sort of texture.

(<https://www.freepeople.com/>)

