

Creative Brief

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Project Title: Ntozake Shange Website

1. Project Overview

This website is meant to celebrate the life and work of Ntozake Shange as an artist participating in the black arts movement.

2. Resources

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

Also more images are available on Google, as well as her poems.

3. Audience

I will be showing this website to my professors, as well as college peers. It may be included in my portfolio. Therefore, really young children and very old folks probably won't come across this website.

4. Message

This website is meant to pay homage to the activists of the past who weren't celebrated til much later on. Ultimately, I would like to pay homage to Ntozake for being voice for younger black girls.

5. Tone

The tone should be positive, poetic and bold. I want to give off the impression that despite her recent death (at age 70) she can still influence power to the passes with her art.

6. Visual Style

I want the visual style to include a pastellish look from the images I found on google (below). They are Ntozake's covers for plays and poems. I would like to also use different images of flowers and things to fill in between the major pages. Images of flowers, pencils, art materials, poetic symbols, etc.

