

Creative Brief

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Project Title: Color Terms

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

1. Project Overview

- a. *"Maybe get a color that's more chill, a color that feels more calm?"*
What does this mean? As a term and a concrete thing you experience and see every second, how do I talk about it?
- b. This microsite explores the linguistic and visual aspects of color terminology: it aims to delve into the diverse ways people describe and perceive color. The microsite will consist of four main pages: a landing page providing an introduction to the concept of color, a concept page exploring the evolution of color terms, a collection page elucidating linguistic terminologies for color, and a standardized systems page offering insights into established color systems.

2. Resources Copy

- a. https://en.wikipedia.org/wiki/Color_term
- b. Images can be found from wiki library, just simply drawing color boxes in HTML/CSS

3. Audience:

- a. Sam Fox students who seek a deeper understanding of color terminology (or ideally anyone, who've been troubled with colors in their life).
- b. Linguistics aficionados interested in how language influences our perception of color.

4. Message:

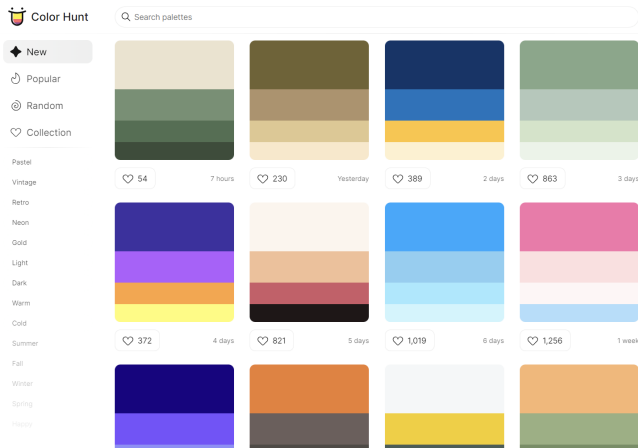
- a. Color is a multifaceted concept influenced by language and perception.
- b. Language plays a vital role in how we describe and understand color.

5. Tone:

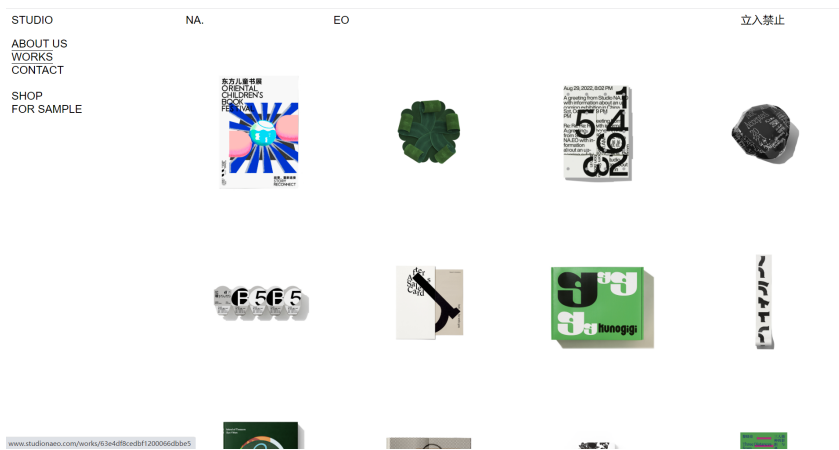
- a. Informative, engaging, and approachable. It should feel like an enlightening journey through the world of color, balancing a sense of playfulness with intellectual depth. It should be structured in a way that makes complex ideas accessible and enjoyable for a broad audience.

6. Visual Style:

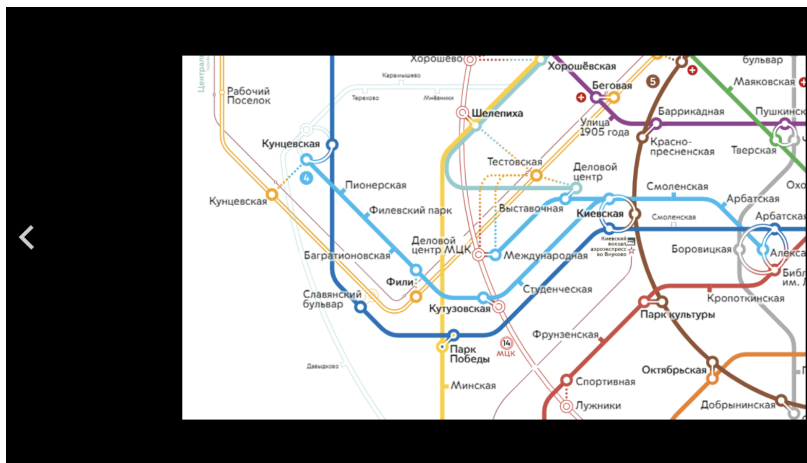
- a. Minimalistic: it's going to be visually tiring for people to look at all the different hues, saturations, and luminosities. I think my audience would appreciate a clean, black-and-white content structure of the microsite.



Similar amount of colors may be presented, so structures are similar



Minimalistic collection page



Example of using light blue (голубой) and dark blue (синий) colors on the official metro map