

Content Brief

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Project Title: Yayoi Kusama Website

1. Project Overview

The goal of this website is to convey who Yayoi Kusama is. Many people know Kusama's artworks but not so much about her as an individual, so I wanted to highlight that in the website alongside her art. Her work is meant to be a representation of her accumulations, obsessions, and repetitions. The site should give off that feeling of infinite and repetitiveness that Kusama shares through her artwork.

2. Resources

Wikipedia: https://en.wikipedia.org/wiki/Yayoi_Kusama

There are a lot of images relating to Kusama on Google Images.

3. Audience

The audience of the website are the general public, but mostly for artists, designers, etc. to learn more about Kusama. This site will probably be a part of my portfolio as well which means design professor will also be looking and critiquing it as well.

4. Message

I'd like the message to be about awareness and getting people acquainted with Yayoi Kusama — the face behind all those Instagram-able art pieces and installations

5. Tone

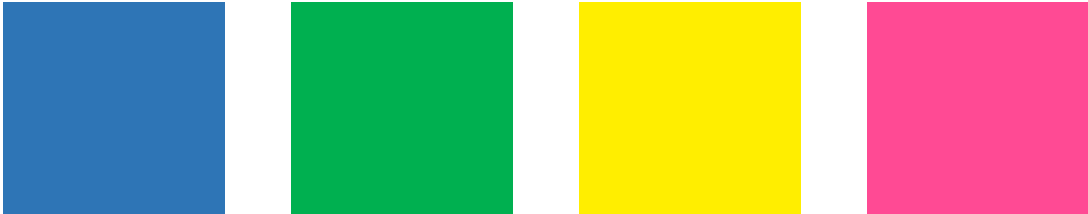
My vision for the tone was that it would be very colorful and playful with a wide range of bright colors much like the ones Kusama uses in her dots artwork, almost pop art-like. Although she looks very stern, the website should portray her in her true light — as someone who is playful and bright.

6. Visual Style

As I mentioned in my tone bullet point, I'd want the website to be very colorful but not to the point that it's too busy, maybe having a white background with ample negative space could help with this. I also wanted to include the dots throughout the website to make it flow across different pages. When I see Kusama's dots, I see them being infinite, but I also see them moving around in this repetitive loop so animating the dots would also achieve that effect (<https://slack.com/> has these images that move in the background that I got the idea from).

Besides the dots, Kusama also uses a lot of abstract shapes in her work so if dots don't work out, those abstract shapes could be another direction we could take (Figure 3)

I've included some images below that convey the vibe I was going for.
Some other visual style/design things: creating the navigation bar to the side of the window rather than at the top. Changing the opacity of the nav bar so that the dots are the main focus and don't obstruct the dots in any way.





Links to some sites for inspiration:

<https://codepen.io/Mamboleoo/pen/obWGYr>

<http://kusama.site.seattleartmuseum.org/>

<http://yayoi-kusama.jp/e/information/index.html>

*not so much for the design but just for reference because she does have her own website