

Creative Brief

Project Title: Joy Harjo Website

Project Overview

The goal of this project is to introduce Joy Harjo in her current role as the U.S. Poet Laureate as well as to showcase her work. It should also contain information about her personal life, education, awards that she has received and activism that she has participated in.

Resources

Text is available on the Wikipedia article (https://en.wikipedia.org/wiki/Joy_Harjo). A few photos are available on the Wikipedia article itself, and others can be found via Google Images.

Audience

The audience for this site would be anyone who is interested in Joy Harjo and wants to learn more about her. It should be easy to navigate for people who do not yet know too much about her work.

Message

I'd like to focus on how broad the scope of Harjo's work truly is. Not only is she a poet, she is a musician, an activist, and more.

Tone

I want the tone to be warm and energetic, without being obnoxiously bright or busy. It should reflect the happiness that runs through much of Harjo's work without diminishing its deeper and more meaningful themes.

Visual Style

The style should gravitate towards warm, joyful colors. The appearance of the site should be neat and clean, as well as open and inviting. While the site has a significant amount of content to convey, separating this out into several sections will keep it from becoming overwhelming.

Reference Images

