

Creative Brief

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Project Title: Genghis Khan Website

Overview:

This website will be a succinct narrative of Genghis Khan's life. I'd like to tell the story of his life by outlining the key events in his life and telling the story of his conquests and longterm impact on the world.

Resources:

https://en.wikipedia.org/wiki/Genghis_Khan links to Genghis Khan's wikipedia article. He is a very notable figure and there is a great number of other scholarly sources on Khan on the internet. Image-wise I would ideally like for the images to be illustrated or in a hand-drawn style mimicking the style of art from the region and time period. If that isn't logistically possible then there is a decent amount of found imagery available through google that could be collaged together.

Audience:

I'd like the copy of the site to be accessible to any person middle school age and above (similar to the Word and Image II poster assignment). It is a historical subject so necessary context should be provided for the reader.

Message:

The messaging should be focused on highlighting the importance of this figure on history and our current society. Emphasizing the regions of the world he impacted and the legacy he left behind (a ton of descendents).

Tone:

Should be informational primarily but can be injected with humor or more casual language if needed to communicate the information.

Visual Style:

I'd like the style to draw visual inspiration from the paintings and artwork contemporary with Genghis Khan's lifetime. These images are typically low-saturation paintings of battles and notable figures, often on horseback. The images used to enhance the information in this micro site can be made as illustrations but if that isn't possible then I think collaging the original painted images on solid, flat background colors would be the next best option.

Example images are below:



