

# Creative Brief

Jack Frischer  
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## Project Title: Julia Child Website

### 1. Project overview

The goal of my website is to be generally informational, but to present Julia Child as an influential figure towards shaping American Cuisine.

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Julia\\_Child](https://en.wikipedia.org/wiki/Julia_Child). There are a lot of photographs available on Google Images of her and her book: *Mastering the Art of French Cooking*.

### 4. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board including people of higher than retirement age. The site should educate youth and bring nostalgia to older folks.

### 5. Message

I'd like to focus on the legacy that Julia Child left behind. She was not only a great cook, but an influential media icon in a time people resorted to packaged food instead of classical cooking. Julia Child changed American culture by presenting cooking as a less elitist/unapproachable art.

### 6. Tone

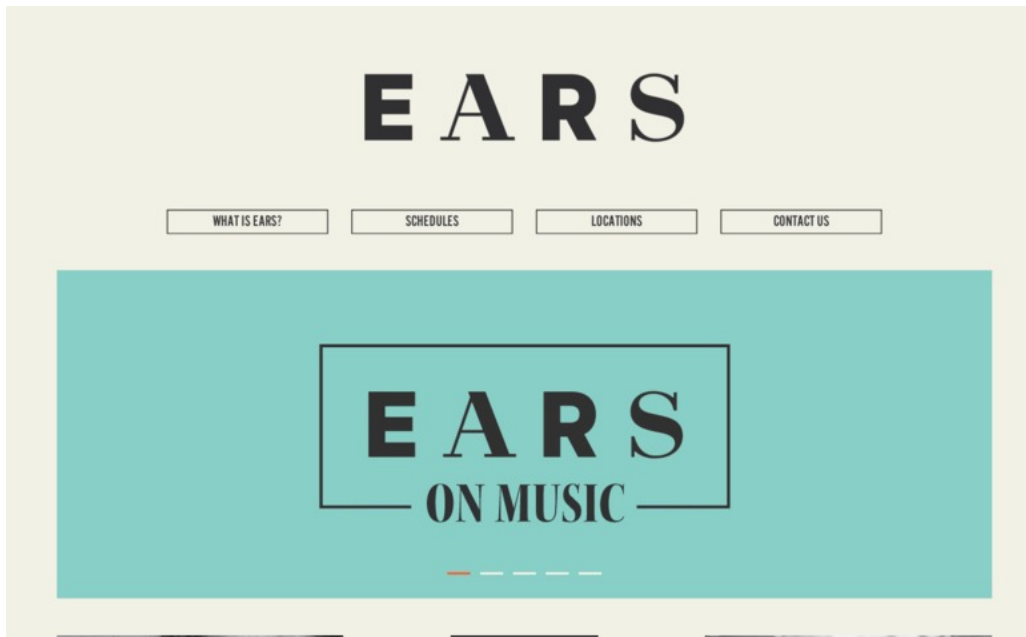
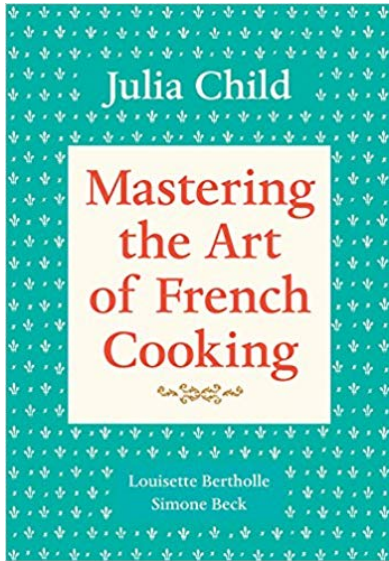
The tone here I think should be historic and fun. I want to convey the hilarious persona of Julia Child and her bubbly more French traditional style.

### 8. Visual Style

My instinct is to go one of two ways –

1. black and white, maybe even blurry a bit, like implying an old time television.
2. A more modern, aesthetically pretty website with colors drawn from her cookbook (I see light blues and orange)

Here are a couple of jpgs of inspiration or ideas. Maybe something in the same vein as these, but not so literal perhaps.



# boat

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