Nat Thomas
Creative Brief

Printing in East Asia

1. **Project overview**

The goal of this website is to be generally informational, and to explore printing in east asia. It explores image printing with woodblock technique in Japan and type printing's origins in China and Korea with moveable typography.

2. **Resources**

This information is all generally available at
https://en.wikipedia.org/wiki/History_of_printing_in_East_Asia
But by going deeper, more in depth copy for woodblock printing in Japan can be found at
https://en.wikipedia.org/wiki/Woodblock_printing_in_Japan
There are some images on the pages, but especially for woodblock printing, it might be best to find some images from elsewhere

3. **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. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

4. **Message**

I would like the message to focus on the technique specifically and how that influences the visual outcome of the work that is created using those techniques.

5. **Tone**

The tone of this should be light and fun – this is an interesting topic!

6. **Visual Style**

I think it would be interesting to have an introduction page that acts as a cover page of sorts. I imaging it using moveable type blocks as a button to enter the site.

Japanese woodblock printing is colorful, but generally pretty muted. I think carrying that color across would also be beneficial to the sense of history rather than a bright, modern color palette. A muted primary color palate would probably be best.

I think the site should be pretty simplistic otherwise – so as not to take away from any images or the information. Delicate type for the body copy and maybe bring the color in to headers. I'm thinking a sans-serif for simplicity.

^^ Type of thing I imagine for the introduction page

^^ These are the muted colors I was referring to