

## **Creative Brief**

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Leonardo da Vinci Micro Site

### 1. Project Overview

My aim with the micro site is to present information on Da Vinci and his life, inventions through the lens and the style of a modern-day startup or tech company. The website will have a modern feel which should contrast with the true age and history of the information being presented.

### 2. Resources

Information and photos will be sourced from [https://en.wikipedia.org/wiki/Leonardo\\_da\\_Vinci](https://en.wikipedia.org/wiki/Leonardo_da_Vinci). Additional photos will be gathered from elsewhere on the internet.

### 3. Audience

The audience of my website will likely be other teachers, students who want to learn and experience the life and work of Da Vinci in an engaging manner.

### 4. Message

I aim to portray Leonardo da Vinci as an inspiration to young students and adult creators alike as an inspiration for creativity. There are just as many mysteries, questions and challenges out there to be solved through invention as there were in the time of Leonardo.

## 5. Tone

The tone is very much one of celebrating history but under the light of translating the sensation of discovery of the old ages into the present day.

## 6. Visual Style

Visually the site will look very similar to that of a modern tech startup, but instead the content celebrating and presenting inventions and thoughts developed hundreds of years ago.



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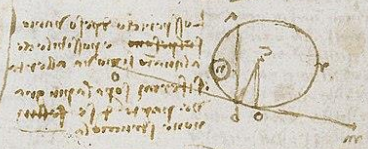
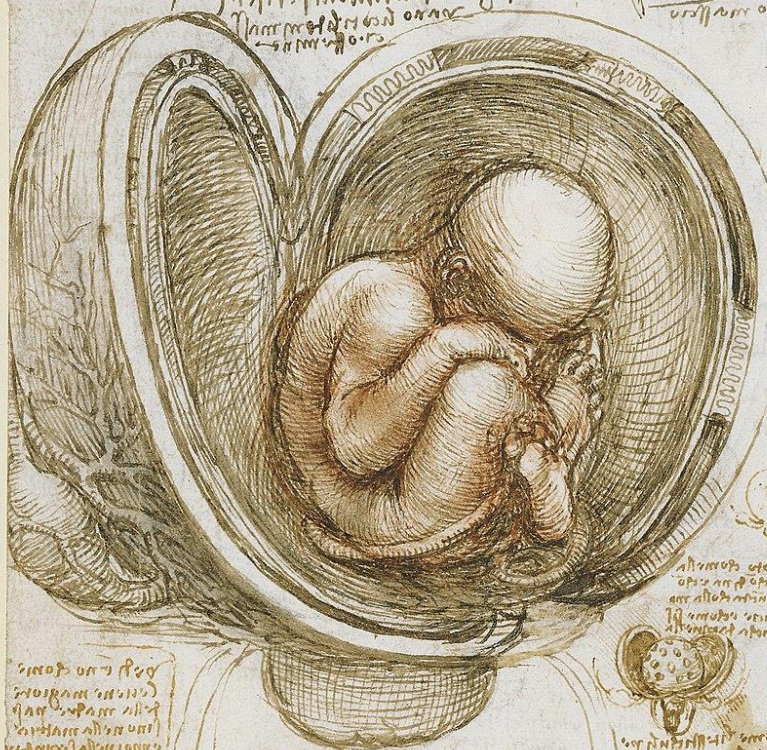
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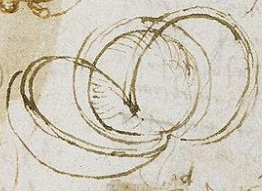


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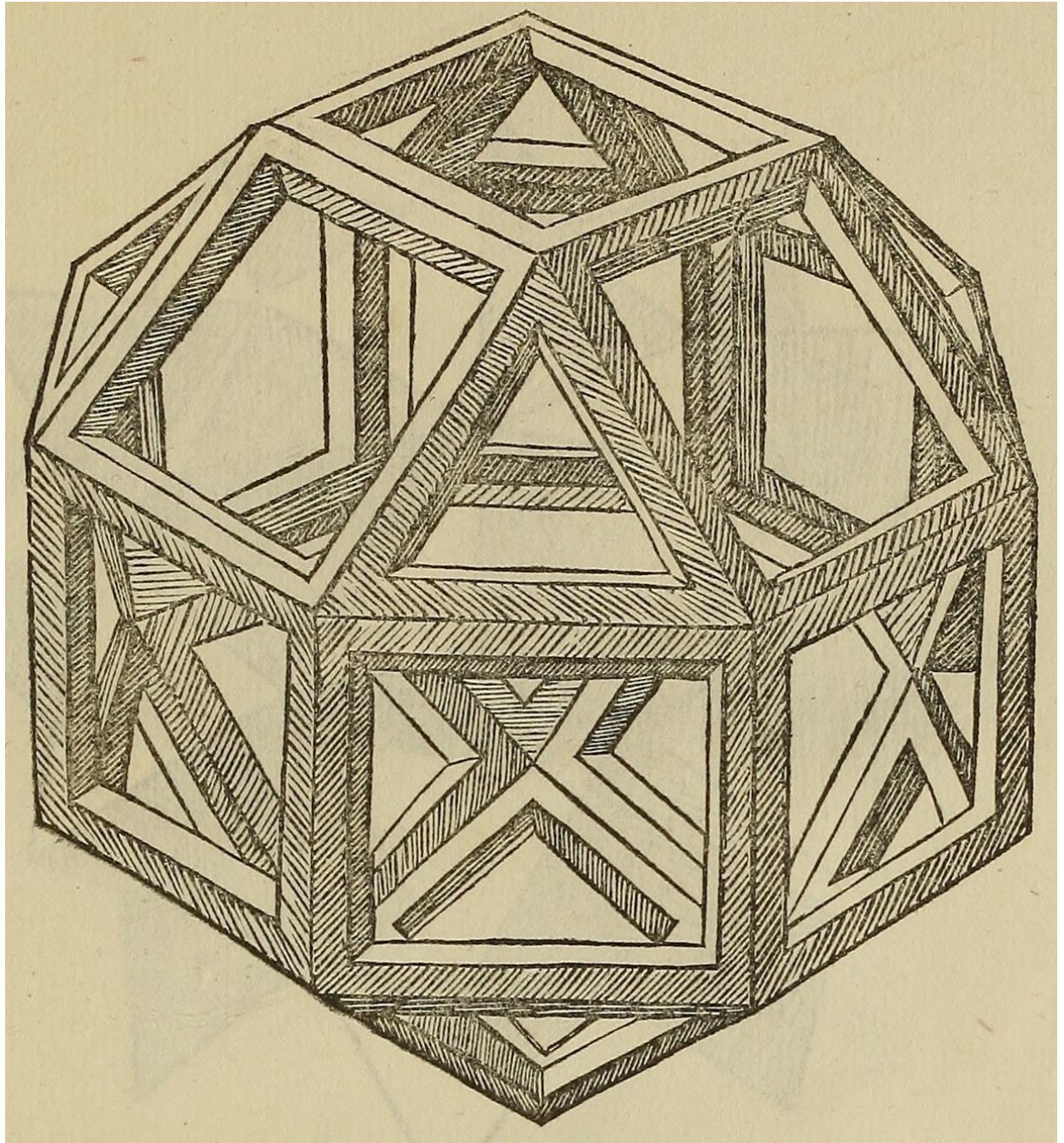


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