

# Creative Brief

Madison Ronchetto

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## Project Title: Muriel Cooper

### 1. Project Overview

I would like this website to emphasize Muriel Cooper's innovations in digital type and contributions to founding the MIT Media Lab.

### 2. Resources

For content, consult this Wikipedia: [https://en.wikipedia.org/wiki/Muriel\\_Cooper](https://en.wikipedia.org/wiki/Muriel_Cooper). For photos/additional knowledge, I would recommend this AIGA bio <https://www.aiga.org/medalist-murielcooper> as well as the MIT Media Lab site <https://www.media.mit.edu/>

### 3. Audience

I imagine it being a site that would appeal to academics/people who enjoy the more expressive web articles on the NYTimes. The target audience would be people interested in experimental art.

### 4. Message

As the description of the Wikipedia says, Muriel Cooper is "the design heroine you've probably never heard of" (I think this could be a good subtitle). I would like this website to show that innovations in design are often closely linked with technology.

### 5. Tone

I would like something that feels experimental, free-form, and slow-paced. I imagine something that doesn't follow an extremely apparent grid with ample negative space between sections (maybe for images or some expressive typography).

### 6. Visual Style

I want something that mimics Muriel Cooper's artwork in terms of creating digital texture through color and collage. I think the body text could be simple black on white, but you could make the headers/any pull out quotes more colorful and expressive. Here are some of her works pulled from the AIGA site.

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