



BAUHAUS MOVEMENT



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CREATIVE BRIEF

Project Summary:

The purpose of this application is to give insight into the history and philosophy of Bauhaus movement and how it impacted modernism and all aspects of design. The goal is to educate designers and others interested in the topic how Bauhaus movement has influenced development of avant-garde design and visual arts that have profoundly shaped our visual world today.

Sections:

1. Home

The home page will have 6 buttons for each section. There will be a brief intro with a quote. As you hover over a button the button will move up and show the title of the section. There will be a brief intro for each section with an image fading into another image along with text. This page will have access to the history, philosophy, impact, works of art, Bauhaus artist, timeline.

2. History:

This section will have text on the history of Bauhaus and three buttons with small images of the three different Bauhaus schools.

Bauhaus Weimar

Bauhaus Dessau

Bauhaus Berlin

As the user hovers over the button on each of the Bauhaus schools an image will appear along with a small pop up with a brief blurb about the school.

3. Philosophy Behind Bauhaus movement

This section will have one image and scrolling text with up and down arrows. The user will have to click the up and down arrows to move to different sections of the text.



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4. Impact

This section will have a brief text on how the Bauhaus movement has strongly influenced Design, Architecture and Art. There will be four images on.

bauhaus architecture

bauhaus graphic design

bauhaus furniture

bauhaus paintings

As the user hovers over the image text on the impact of that particular section will appear along with a Collage of 6 thumbnail images. As you click on the small image a larger image of that design will slide from top to appear.

5. Timeline of Bauhaus movement (1919-1933)

This section will include 7 buttons identified by a year. Seven buttons will appear along. As the user clicks on the button, it will load images of important people and events that contributed to that movement. There will also be brief text along with each of the image.

6. Credits

This section will include information about all the sites from where references for text have been taken. It will give a list of all the sites from where all the images have been taken for producing the site.



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AUDIENCE

Primary audience

- will be man and woman between the age of (21-50) from all fields of art and design (architecture, industrial, interior, graphic, furniture design) who are interested to learn about Bauhaus movement

Secondary audience

– will be students between the age of(18-25) who are in the field of art and design and have an interest to learn about this art movement.

Persona

Eugenia Deckovich 44

lives in washington DC

Profession: Curates exhibition at the Smithsonian.

Education: PHD in Art History

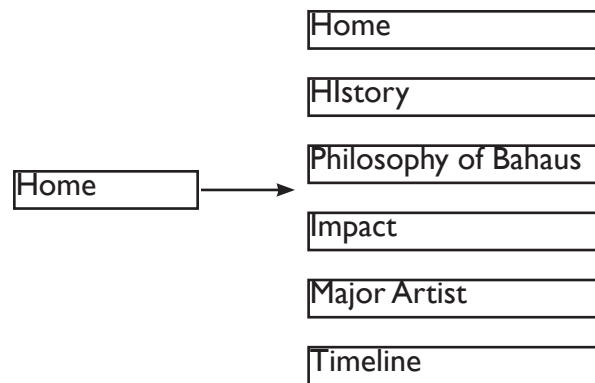
Income: \$80,000 -100,000

She is happily married. She lives in DC with her spouse and her three children. She has a busy life. She travels around the world, collaborates with other museums and has interest in art history and spends a lot of time researching about art and design movement.

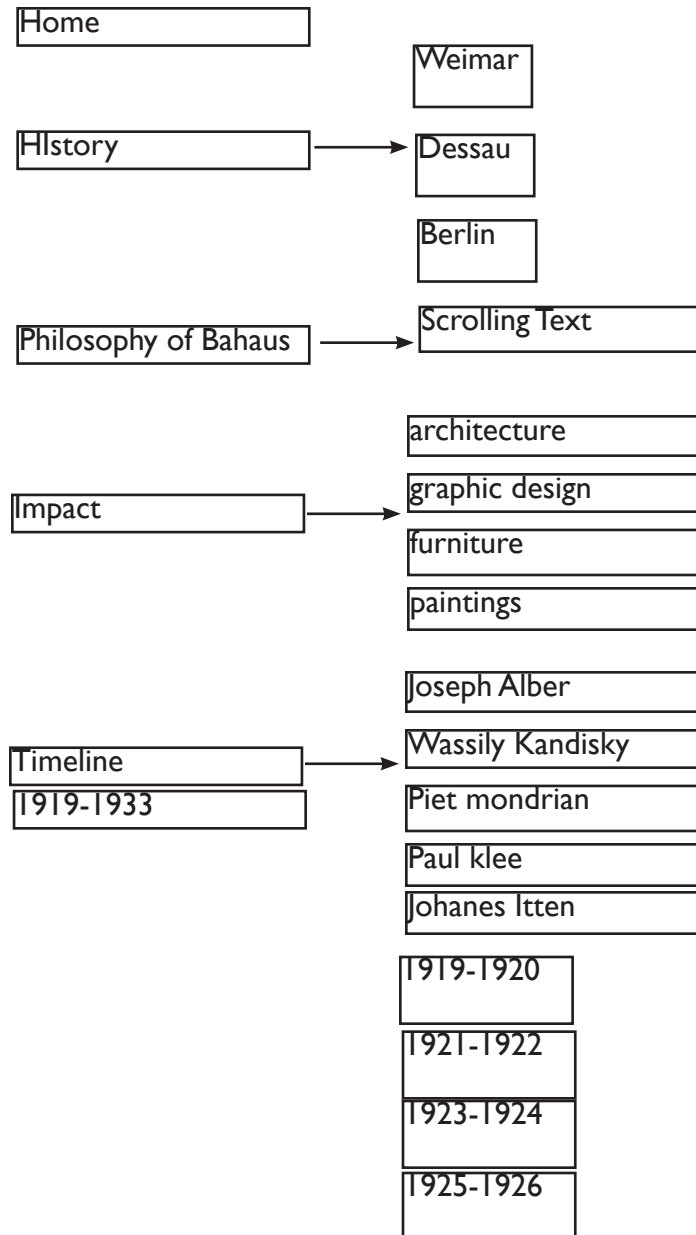




NAVIGATION MAP



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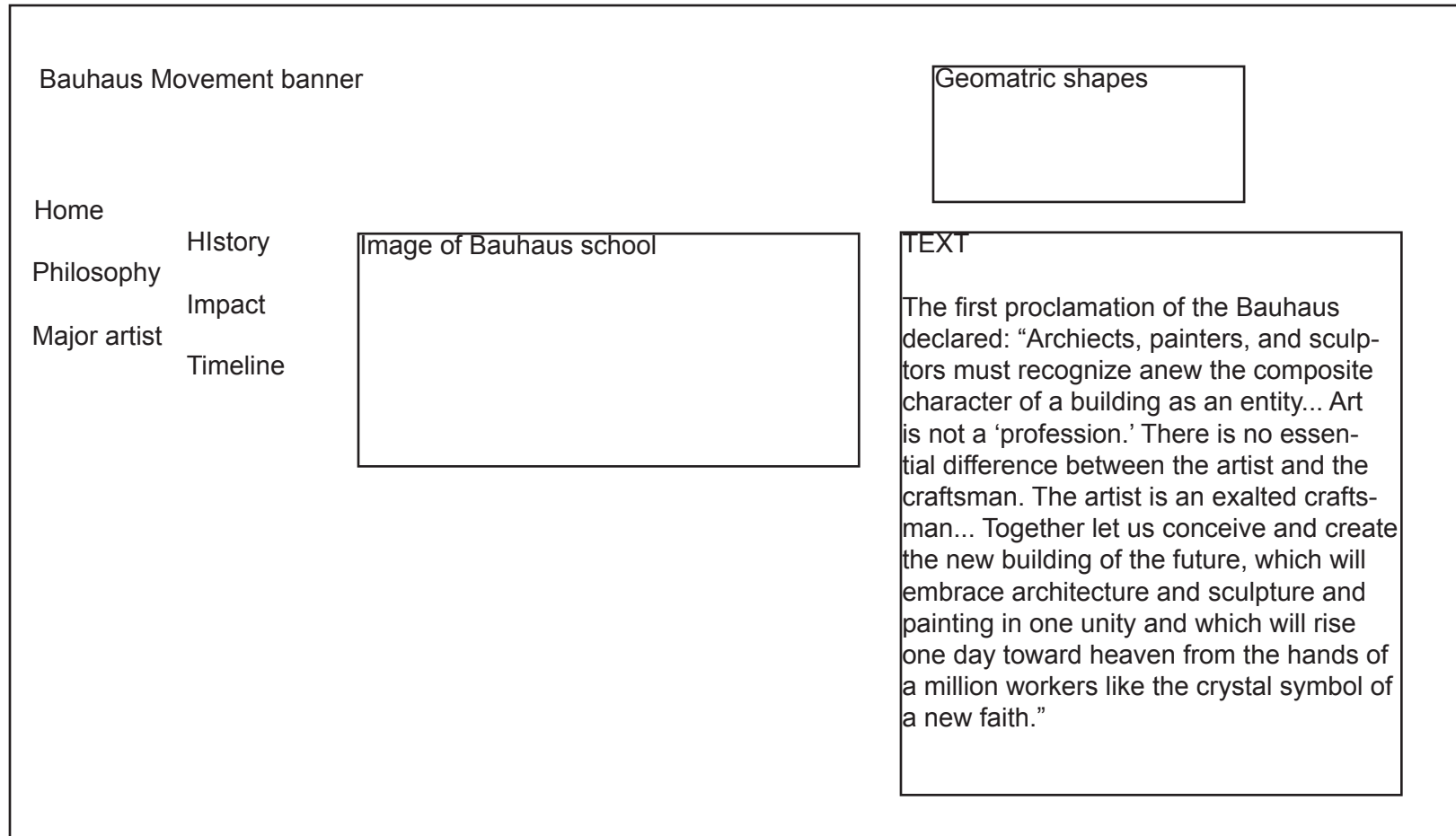


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WIREFRAME

Home



Dimension: 840px/480px

The quote will be animated and the rest of the text will appear all together. Geometric shapes will animate one by one and reveal a picture of Bauhaus school building.

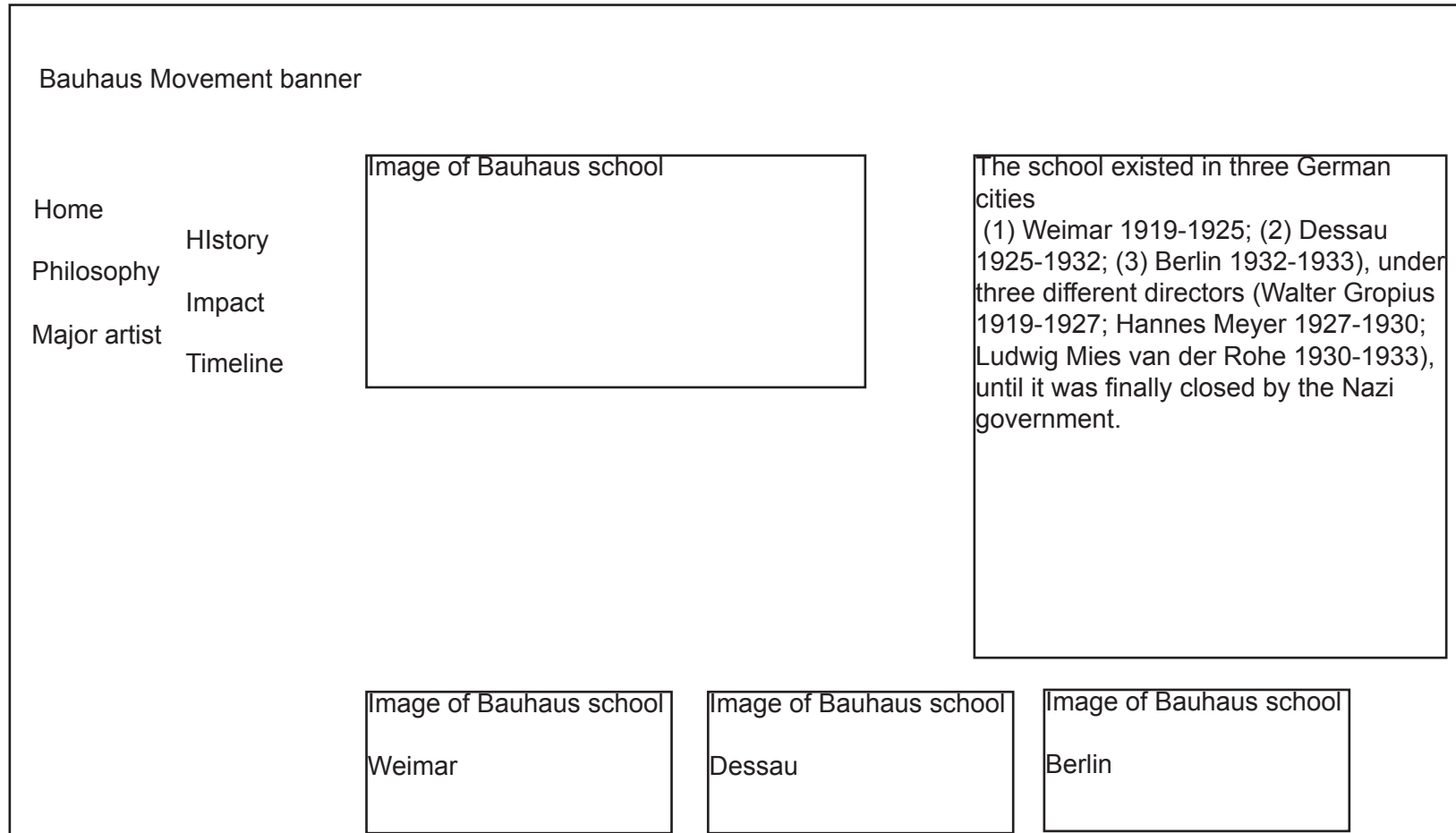


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WIREFRAME

History



Dimension: 840px/480px

There will be three buttons for three different school of Bauhaus. As the user drags the thumbnail image, the big size image will appear along with text.

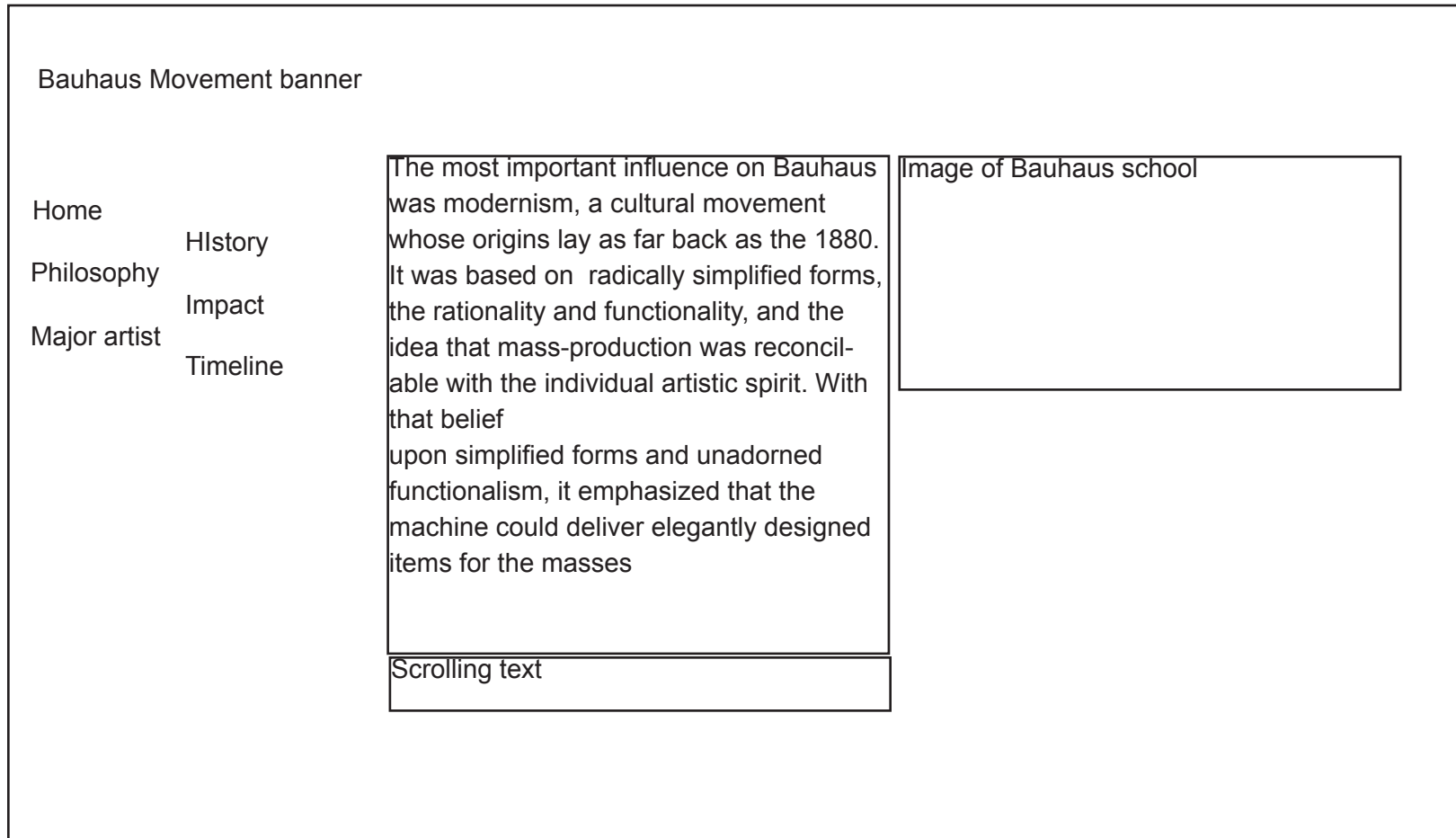


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WIREFRAME

Philosophy



Dimension: 840px/480px

This section will have have one image and scrolling text with up and down arrows. The user will have to Click the up and down arrows to move to different sections of the text.

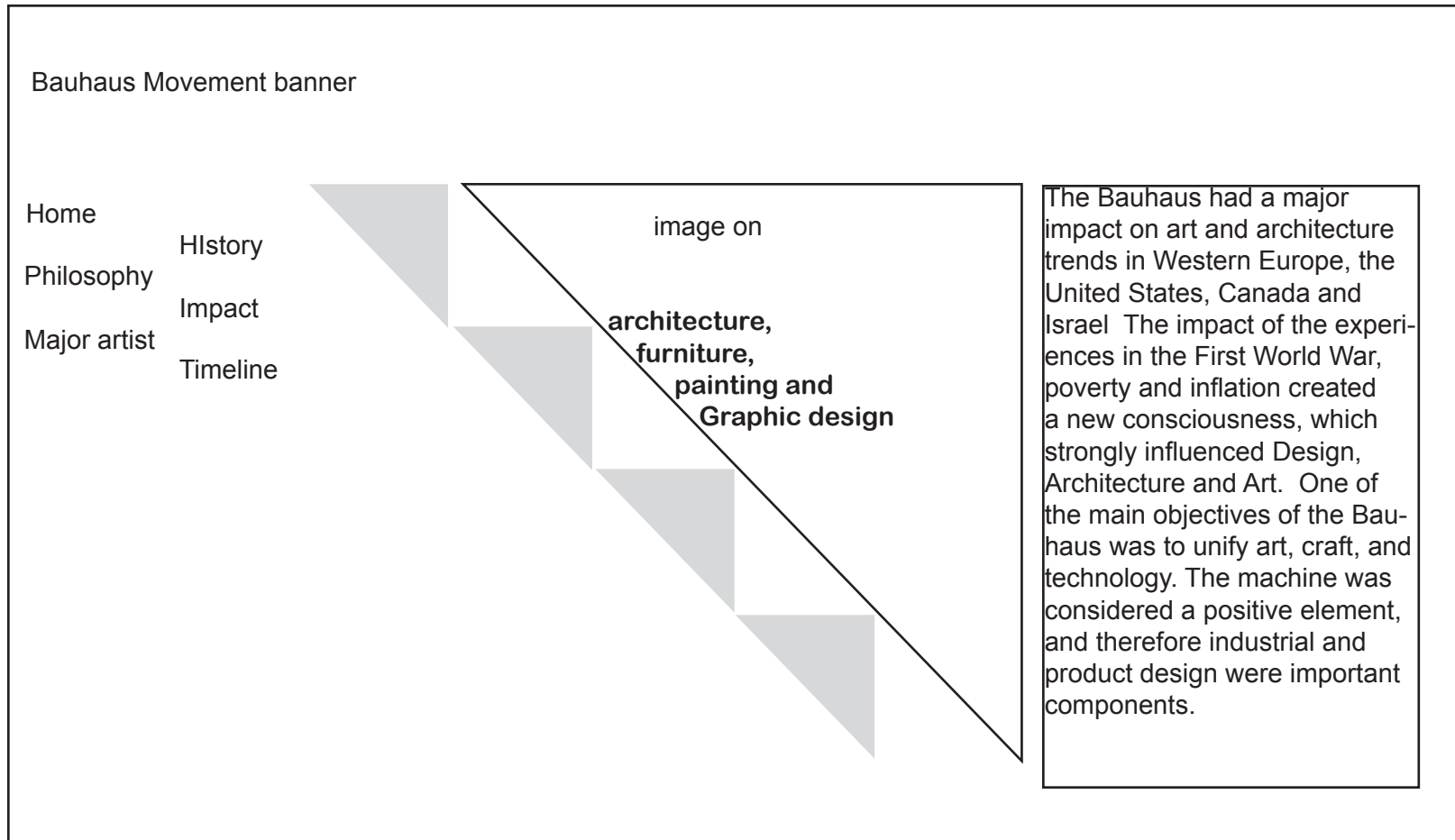


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WIREFRAME

Impact



Dimension: 840px/480px

Will Showcase art and design work produced by Major Bauhaus artists.
There will be 4 sections.

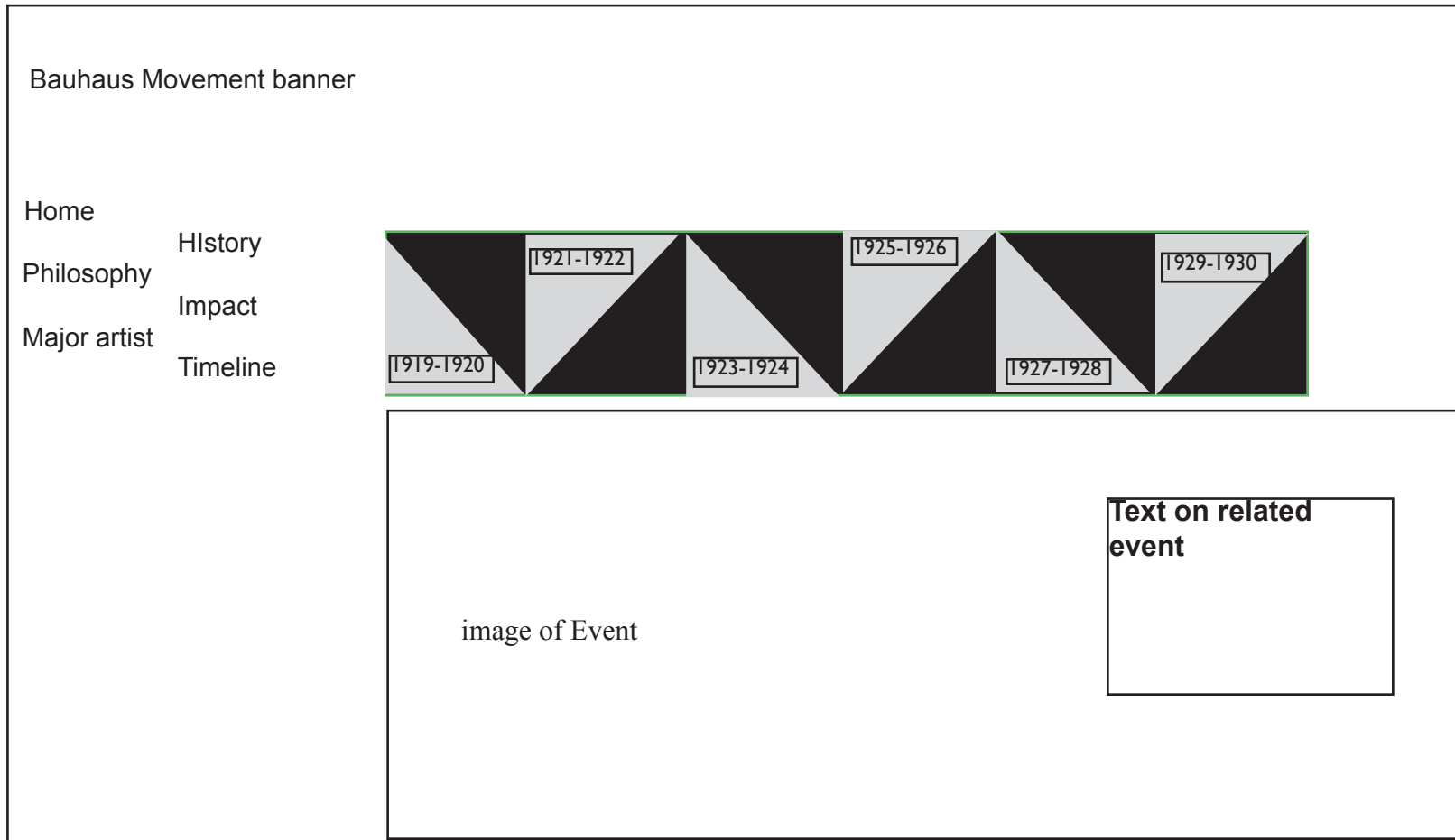


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WIREFRAME

Timeline



Dimension: 840px/480px

Six buttons will appear along. As the user clicks on the button, it will load images of important people and events that contributed to that movement. There will also be brief text along with each of the image









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STYLES

Color Background

	#000000
	#CC9900
	#EC1C24
	#5C8727
	#F3901D
	#00A4E4

Fonts: Html

Arial
Fonts:Flash
Gillsans
Candara

Fonts: Images

Franklin Gothic



Bibliography

Wilson, Tome. .November 18, 2009

<<http://www.dieselpunks.org/profiles/blogs/art-history-the-bauhaus>>

Griffith Winton, Alexandra. "The Bauhaus". New York: The Metropolitan Museum of Art, August, 2007

<http://www.metmuseum.org/toah/hd/bauh/hd_bauh.htm>

"Bauhaus 1919–1933: Workshops for Modernity". November 8, 2009–January 25, 2010

<<http://www.moma.org/interactives/exhibitions/2009/bauhaus/Main.html>>

ENCYCLOPEDIA OF IRISH AND WORLD ART Bauhaus Design School (1919-1933).

<<http://www.visual-arts-cork.com/history-of-art/bauhaus-design-school.htm#history>>

Credits

Mies van der Rohe Ludwig, 1924 'MR' Armchair. <<http://camio.oclc.org/>>

Kandinsky Wassily, Kleine Welten I from the set Kleine Welten. September 1922

<<http://camio.oclc.org/>>

Hay Morris' photostream

<<http://www.flickr.com/photos/34256343@N02/3749056196/>>

Marc Wathieu's photostream

<<http://www.flickr.com/photos/marcwathieu/471709936/sizes/o/>>

96dpi's photostream

<<http://www.flickr.com/photos/loewenhertz/113532425/>>



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Credits

Sludgegulper's photostream

<<http://www.flickr.com/photos/sludgegulper/4663757335/>>

hans.munk's photostream

<<http://www.flickr.com/photos/grumt/339700316/>>

96dpi's photostream

<<http://www.flickr.com/photos/96dpi/3765774447/>>