Creative Brief

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Project Title: Kabuki

1. **Project overview**: This microsite is meant to be informational and give a basic idea of this traditional performance, or to say one of Japan's most representative intangible heritages.

2. **Resources**: Copy is available at https://en.wikipedia.org/wiki/Kabuki, https://www.britannica.com/art/Kabuki.

3. **Audience**: The audience will be students and instructors in US colleges. First this is a studio project so my classmates and instructors will view the microsite. Since I'm also taking a Japanese theatre class, I would like to share this interesting site with them as well when it's completed.

4. **Message**: I would like to show the beauty behind the performance, and the aesthetics from another culture coming from East Asia.

5. **Tone**: Given that the topic is related to performing art, the tone would be informative yet beautiful.

6. **Visual style**: Ukio-e was invented around the same time as kabuki. Both of them are using vibrant, highly-saturated colors and clear lines to depict characters. So the first thing that came to my mind was the style of Ukio-e, which in the past was used for the kabuki posters. Red is definitely a prominent color, could be used for the navigation bar.

歌舞伎座新開場杮葺落 九月花形歌舞伎

通し狂言 新薄雪物語（しんうすゆきものがたり）

9月1日（日）初日 → 25日（水）千穐楽

歌舞伎座