

1. Project overview

The goal of this project is to clearly convey information, with a focus on Da Vinci's artistic endeavors (particularly scientific) conveyed visually.

2. Resources

The content for the website is at https://en.wikipedia.org/wiki/Leonardo_da_Vinci, minus the sections on location of remains and notes.

3. Audience

The audience of the site will be the general public, although the site should reflect a slant towards viewers with an artistic or technical background.

4. Message

The focus should be on the innovations and advancements Da Vinci made in broad areas, and should emphasize the prolific-ness of Da Vinci, as well as his role as the quintessential renaissance man.

5. Tone

The tone should emphasize the wonder and breadth of Da Vinci's achievements, while maintaining the formality expected of an informational site.

6. Visual style

The main page should take visual inspiration from Da Vinci's journaling, and should maintain a dichromatic design, while still being visually stimulating. For the secondary pages however a broader range of Da Vinci's work can inform. I am hesitant to use the color scheme of the mona lisa as I don't think it will visually convey appropriately while maintaining content, and instead a brighter palate can be utilized.



