

Creative Brief

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Project Title: The Magical Life and Work of Leonora Carrington

Project Overview:

My goal is to educate and present different artworks that Carrington created and inform the reader of her creative process and inspiration.

Resources:

The information and some of her work are on the wiki page:

https://en.wikipedia.org/wiki/Leonora_Carrington but I will find better images of her work on Google Images. I will also use some of my class readings to better inform myself about her.

Audience:

The audience is anyone who is interested in female artists or surrealism, or just someone who enjoys reading about art history and seeing very cool artworks.

Message:

She was one of the most influential Surrealist artists and has only more recently been addressed properly by art history scholarship. I think more people should know of her work and see her masterpieces.

Tone:

The tone will be educational but also whimsy and fun, to be more engaging and relate more to her visual language.

Visual Language:

I want the visual style to fit within the realm of Surrealism and possibly use symbols or motifs from Carrington's work itself. I think the style will be loose and airy while encouraging curiosity and exploration.

