Creative Brief

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Project Title: David Hume

Creative Brief: David Hume Microsite

1. Project Overview

- The goal of my microsite is to create a responsive microsite that effectively presents and explores key aspects of David Hume's philosophical thoughts, major works, biography, and legacy. The site should clearly break down information into logical categories, making complex philosophical ideas accessible, engaging, and visually appealing to the target audience.

2. Resources

- Wikipedia article on David Hume (primary source)
  https://en.wikipedia.org/wiki/David_Hume
- Digitized texts and excerpts of Hume's original works (e.g., Treatise of Human Nature, Dialogues Concerning Natural Religion)
  https://davidhume.org/
- High-resolution portraits and historical images related to David Hume's life and times
  https://upload.wikimedia.org/wikipedia/commons/thumb/0/03/David_Hume_Ramsay.jpg/1280px-David_Hume_Ramsay.jpg
- Supplementary scholarly articles and secondary resources on Hume's philosophy and historical context
  https://www.humesociety.org/

3. Audience

- Content wise, the audience will be students (high school and university-level) studying philosophy or history, educators who are interested in reliable and visually appealing teaching materials, as well as general readers with an interest in philosophy, history, and Enlightenment thinkers.
- Design wise, my professor and my peers will review my microsite.

4. Message

- The main message of this microsite is to present David Hume's contributions to philosophy, particularly empiricism, ethics, and philosophy of religion. The site will also cover the historical and intellectual context of Hume's work as well as showcase relevance and impact of Hume's thought on contemporary philosophy and society.

5. Tone

- The tone here would be neutral, engaging, approachable, and educational
- Ideally, I can simplify complex ideas without oversimplifying their importance
- I will try to avoid bias and stimulate curiosity

6. Visual Style

- I want the visual style to be something that combines modern and classical designs, whether it's classical elements with a modern typography, or modern elements with a classical typography.
- A mix of classical and modern typography/design
- Another approach will be to create a vintage feel for the website using muted colors, monochrome images, cursive fonts, handwritten-style typography, and a parchment texture.
- Complementary colour will be used to emphasis/highlight information
- Classical and scholarly content, but innovative and modern design
- I will try to balance the use of white space, muted colors, and subtle textures to maintain visual clarity and sophistication
- Engaging visual elements such as portraits, diagrams, and interactive timelines will be used to break down complex philosophical ideas