

# Creative Brief

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## Project Title: Fan Ho Website

### 1. Project overview:

The intention of my website is to create a platform to showcase all of the photography works of Hong Kong photographer Fan Ho and, at the same time, provide more personal information about his life. With the help of this website, I would like to introduce this photographer to more people who may not have known about him before, and offer a more convenient way for them to view his works and learn about Fan Ho's life journey.

### 2. Resources:

The major source of material, including images and words, for my website will come from the Fan Ho Wikipedia page ([https://en.wikipedia.org/wiki/Fan\\_Ho](https://en.wikipedia.org/wiki/Fan_Ho)) and the official website of Fan Ho (<https://fanho-forgetmenot.com/>). Occasionally, additional reading materials and images will be necessary, which I will obtain from sources such as Google and Pinterest for further reference.

### 3. Audience:

My audience will consist of anyone who is interested in photography, regardless of their age or whether they are familiar with Fan Ho's work. Since Fan Ho's photography aims to memorialize humanity in the olden days, younger viewers will have the opportunity to learn about the period their parents grew up in, while older viewers can reminisce and appreciate the details of their past experiences. The timeless nature of Fan Ho's work allows it to be appreciated by people of all ages and backgrounds, bringing a sense of nostalgia and appreciation for the beauty of the past to all who view it.

### 4. Message:

My aim is to use the works of Fan Ho to guide viewers on a tour of old-time Hong Kong, providing an opportunity to experience the portrayal of a bygone era and the endurance of the human spirit. Through this journey, viewers can gain a better understanding of the time that shaped this great and memorable photographer. By delving into the past, we can gain insight into how the culture and spirit of the era inspired Fan Ho's work, and how he was able to capture its essence through his photography.

### 5. Tone:

To maintain consistency and honor Fan Ho's spirit in his works, my website will adopt a tone that closely mirrors the emotions that his photography evokes in viewers. As the majority of his photography depicts city life and people in olden

days, I aim to create a warm and vintage tone that builds an emotional connection with viewers. This will be reflected in the choice of color palette and the use of geometric shapes. The website will feature warm tones and colors that evoke a sense of nostalgia and a connection to the past, while the use of geometric shapes will help to create a visually pleasing and harmonious website design that echoes the simplicity and elegance of Fan Ho's work.

#### 6. Visual Style:

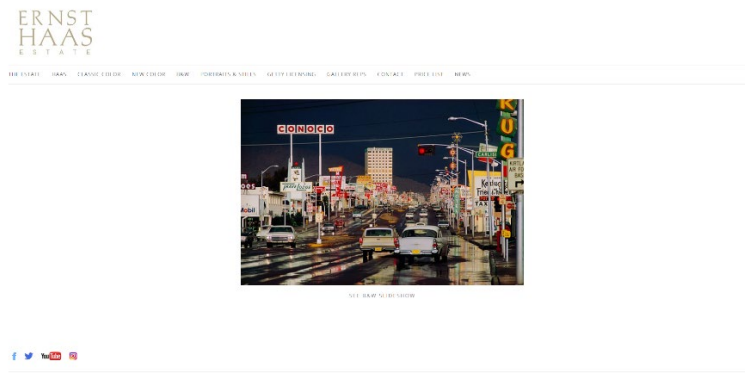
The website will mainly feature black, gray, and white colors with a single-color highlight, in order to emulate the simplicity and elegance of Fan Ho's photography. The website will also incorporate simple, repetitive geometric shapes to further emphasize the aesthetic of Fan Ho's works. My approach to the website will have the following three features:



- a. The homepage will feature a strong, visually appealing image that establishes a direct connection between viewers and the photographer, creating a memorable experience that will enhance their viewing experience throughout the website.



- b. The website will have a clear menu bar that enables users to easily navigate the site, minimizing the time spent searching for the correct page and allowing viewers to spend more time on the photography viewing and self-reflective process.



- c. The website will be kept as simple as possible, without any extra decorations, to eliminate distractions and help viewers focus on the magic and power of the photography itself.