

Creative Brief

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Project Title: Nakagin Capsule Tower

1. Project Overview

The goal of my website is to be informative yet design focused. I want the reader to learn and understand the design behind the Nakagin Capsule Tower.

2. Resources

https://en.wikipedia.org/wiki/Nakagin_Capsule_Tower

Design resources:

<https://www.moma.org/calendar/exhibitions/5830>

<https://www.archdaily.com/110745/ad-classics-nakagin-capsule-tower-kisho-kurokawa>

<https://www.theguardian.com/world/2023/jan/06/legacy-japan-nakagin-capsule-tower-lives-on-restored-pods>

3. Audience

I plan on gearing this website for people interested in design. The language will be basic-advanced design terminology and I will have a vocab for the advanced language. Hopefully people who are interested in design or want to learn more would be on my website

4. Message

I want the primary message to be about the design behind the blocks in the tower and the interlocking mechanisms. My vector art of the cubes will help reinforce this.

5. Tone

The tone of my website will follow brutalist design ideas making it feel rigid and cold in tone while still being informational.

6. Visual Style

I want the visual style to conform to a grid with themes of concrete (brutalist architecture) and the blocks (nakagin capsule tower)

