

# Creative Brief

Ella Jang  
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## Project Title: The Art of Origami

### Overview:

I want to create a document that transforms origami from a simple craft to complex academic study, showcasing its depth and relevance.

### Target Audience:

I aim for the page to captivate audiences who are interested in art/design, mathematics, and technology. I want to reach students who appreciate the intersection of creativity and precise geometric structure. This includes designers looking for inspiration, engineers seeking real-world applications of geometric principles, and anyone interested in the philosophical depth of Japanese culture.

### Vision & Aesthetic Direction:

**Core Mood:** calm and clean with a playful and simple geometric structure

**Color Palette:** muted Japanese tones with a single (or very limited) accent color

- **Primary:** soft cream / paper white
- **Secondary:** deep indigo / prussian blue (for headers and major outlines)
- **Accent:** light teal or muted red/orange (for the playful elements)

I want the document to feel clean, geometric, and structured in order to mirror the fundamental principles of paper folding itself.

### Source:

**Content Source:** Based on the provided Wikipedia article: <https://en.wikipedia.org/wiki/Origami>

**Image Inspiration/Source:** I plan to draw inspiration directly from origami itself (leveraging the pattern, structure, and geometric shapes). Also, I will most likely source traditional Japanese imagery and patterns to integrate the calm color tone and traditional texture into the overall design.

