

## **Creative Brief**

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### **Project Title: Korean Calligraphy**

#### 1. Project overview

The goal of my website is to generally informational, but also to represent the cultural and visual importance of Korean calligraphy throughout history.

#### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Korean\\_calligraphy](https://en.wikipedia.org/wiki/Korean_calligraphy), as well as some photography. There are a lot of other photographs available on Google Images as well.

#### 3. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience could likely be Korean or has interest in the Korean culture. Furthermore the audience could have interest in East Asian calligraphy or typography.

#### 4. Message

I'd like to focus on the evolution of Korean Calligraphy; the growth of Korean language, the impacts of political events, and its initial influence from neighboring countries will be some of the topics covered in the history. I'd also like to educate the essence of Korean calligraphy and how it is a delicacy in Korea.

#### 5. Tone

I think the tone should be historic and moving. I want to be serious for the history but also be slightly more playful when explaining the types of Korean calligraphy and the tools used.

#### 6. Visual Style

I'd like to use an old scroll feel with brownish, worn parchment and styling which is the feel of the type of paper used in traditional Korean calligraphy. I think it'll compliment the content quite well. Here are some example imageries.

車次

高顏敢希

一晒

灰子誇文詞輕率駕馬騷  
權柄多為卷四座應無誤  
去來天地處何深而不探

所目小負耳

名園擅斗南海山十里邦日  
夕多瘴氣跋涉豈不勇

鹿鹽

心以甘茹日

杖屨小恙老壯止三政如家

槐不濁江、為以深不有

假星槎

山風安客素章爾一文軌  
新發漸以羣

成三問拜

理而已。理既不二。則何得不與天  
地鬼神同其用也。正音二十八字。  
各象其形而制之。初聲凡十七字。  
牙音「ㄣ」。象舌根閉喉之形。舌音「ㄥ」。  
象舌附上腭之形。唇音「〇」。象口形。  
齒音「人」。象齒形。喉音「○」。象喉形。「ㄩ」  
吐。聲出稍厲。故加畫。「ㄌ」而「ㄋ」。  
而「ㄆ」而「ㄅ」。而「ㄇ」而「ㄎ」。而

大。○而。○。○。而。古。其。因。聲。加。畫。之。  
義。皆。同。而。唯。○。為。異。半。舌。音。己。半。  
齒。音。△。亦。象。舌。齒。之。形。而。異。其。體。  
無。加。畫。之。義。焉。夫。人。之。有。聲。本。於。  
五。行。故。合。諸。四。時。而。不。悖。叶。之。五。  
音。而。不。戾。喉。遽。而。潤。水。也。聲。虛。而。  
通。如。水。之。虛。明。而。流。通。也。於。時。為。  
冬。於。音。為。羽。牙。錯。而。長。木。也。聲。似。



爾心靜時雖閑山爾心閑時雖心  
閑不持心上閑山自心瓶本針來何庸  
紛爾求靜時爾心山閑玄奘見妙空  
志山狗  
南无阿彌陀佛

道爾言

閑閑不山

閑時又將何

從爾

處閑閑

作山中

觀青松在左白

雲犯前

錄沈堂先生

靜偈贈卓衣師一

乙巳孟秋劍如望子書

