

Content Outline

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Project Title: Pop Art Website

1. Project overview

The goal of my website is to be generally informational, but to represent the history and origins of pop art from the beginning, not just the American origins that people think of when they hear pop art.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Pop_art, as well as some photography. There are a lot of other photographs available on Google Images as well and from <https://www.theartstory.org/movement/pop-art/artworks/#nav>

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 vary, but I expect the audience to be students and art enthusiasts of any age.

4. Message

I'd like to focus on the origins of pop art and the world-wide influence that pop art had, focusing on America. I want the site to emphasize the reasons why pop art is still popular today and how it creates emotional connections to viewers.

5. Tone

The tone here I think should be historical and playful, because pop art is a bold, colorful genre of art. I think that a serious tone with underlying elements of satire would work because a lot of pop art is commentary.

6. Visual Style

I want to go for a retro comic-book type of visual style. I think that bright colors and posters with a slightly weathered effect will relate to the idea of pop art being bright and colorful but also historical.

A mix between bold colors and shapes and the retro-feeling pop art



A digital art history page for Andy Warhol. The layout is split into yellow and black sections. On the left, the text "art history" and "pop-art" is in small white font. Below that, "Andy Warhol" is written in large, bold white letters. Underneath, his dates "Aug 6, 1928 – Feb 22, 1987" are listed. On the right, there is a black portrait of Warhol with glasses. To the right of the portrait, a short biography reads: "Was an American artist, director and producer who was a leading figure in the visual art movement known as pop art." At the bottom, there is a horizontal gallery of four iconic Warhol works: a banana, Marilyn Monroe's face, a Campbell's Soup can, and a portrait of Mao Zedong. Social media icons for Facebook, Twitter, and Instagram are in the bottom left, and a "view all" link with a right arrow is in the bottom right.