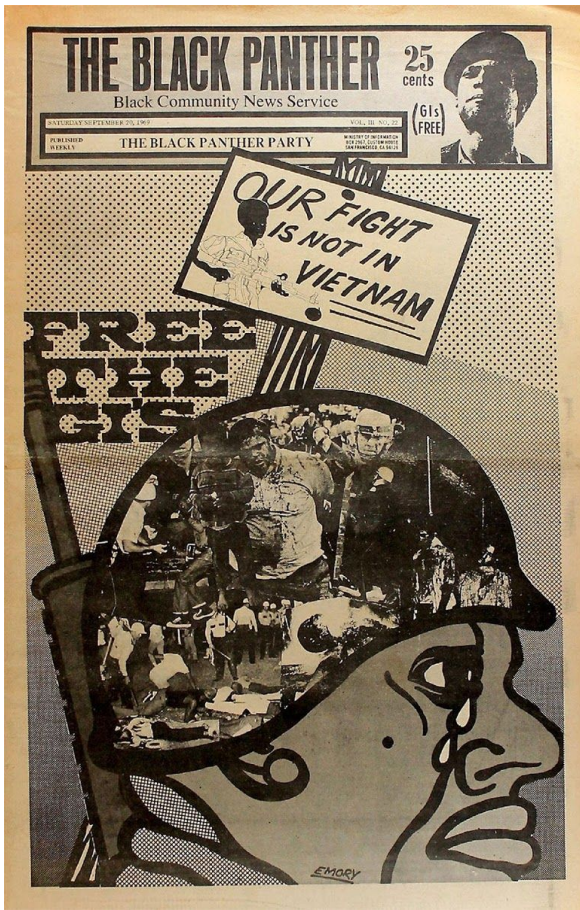


Creative Brief

Daniil Gerasimov 11/19/2020

Project Title: Emory Douglas Website

1. **Project Overview** - The goal of my website is to celebrate the life and artistic legacy of Emory Douglas.
2. **Resources** - Copy is available at https://en.wikipedia.org/wiki/Emory_Douglas , as well as some photography. Other photographs and images of Douglas's work are available on Google Images .
3. **Audience** - This is an informational site, and won't be promoted commercially or appear on my portfolio - although you can definitely feel free to put it on yours. It will most likely be seen exclusively by our professors and classmates.
4. **Message** - I'd like to focus on the personal, creative, and political impact of Emory Douglas, as both an influential graphic artist and a notable figure in the Black liberation struggle.
5. **Tone** - I would like the tone of this website to be moving, inspiring, and historical.
6. **Visual style** - I would like the visual style of this website to reference Emory Douglas's work and the design aesthetics of historical US Black liberation movements at large. I don't want it to be over stylized with an overabundance of textures and overly complex treatments. Rather, I would prefer subtler, yet clear references, such as the use of bold san-serif (perhaps Franklin Gothic or something similar) or bold stenciled type for headlines and highlights , and a typeface inspired typeface - maybe simply a monospace font - for body. I would like the color treatments to echo Douglas's work as well, with black type on warm toned, old paper-like backgrounds (but not textured!) and red highlights.



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THE BLACK PANTHER

Black Community News Service

Huey Must Be Set Free

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Free

FREE ALL BLACK
POLITICAL
PRISONERS



Eldridge

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PIGS AMBUSH PANTHERS

See Story Page 4

Panthers Sue City Of Oakland

SEE STORY PAGE 8

PIGS USE MACE IN FALSE ARREST

SEE STORY PAGE 22



A TRIBUTE TO LIL BOBBY

Lil Bobby was the beginning -- the very first member of the Black Panther Party. He gave not only his finances, but he gave himself. He placed himself in the service of his people and asked nothing in return, not even a needle nor a piece of thread. He asked neither for security nor high office; but, he demanded those things that are the birth right of all men: Dignity and Freedom. He demanded this not only for himself but also for his people.

Like a bright ray of light moving across the sky, Lil Bobby came into our lives and showed us the beauty of our people. He was a living example of an infinite love for his people and for freedom. Now he has moved on and his memory, the example he showed us must serve as that spark which lights our way and leads us on in the struggle for life, dignity, and freedom.

We salute Lil Bobby and his family for what they have given us. He was the beginning of the Party. Let us make his thinking, his desires for his people become a way of life. □

Yours Forever,

Alfred P. Wharton
Minister, of Defense
Black Panther Party

PICTORIAL TRIBUTE INSIDE
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