

CREATIVE BRIEF

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Project Title:

Photos of the Farm Security Administration

Project Overview:

The website should present the FSA as the instigator of some of the most influential photography in American history. The focus should be on the photography and the intent behind it, rather than the other forms of relief the organization provided. Some context about the Dust Bowl will be needed, but it should be limited.

Resources:

Wikipedia page at <https://en.wikipedia.org/wiki/Farm_Security_Administration#Reformers_ousted;_Farmers_Home_Administration>

Photography can be taken from <<https://www.loc.gov/rr/print/coll/FSA-class-list-alphabetical-a.html>>

Audience:

Hey, we are in the same class. The audience will be out professors, reviewers, classmates, and any of my friends who are really passionate about Dust Bowl photography (none). The website should be accessible for someone who doesn't know much about the topic and advanced knowledge about the historical context should not be necessary.

Message:

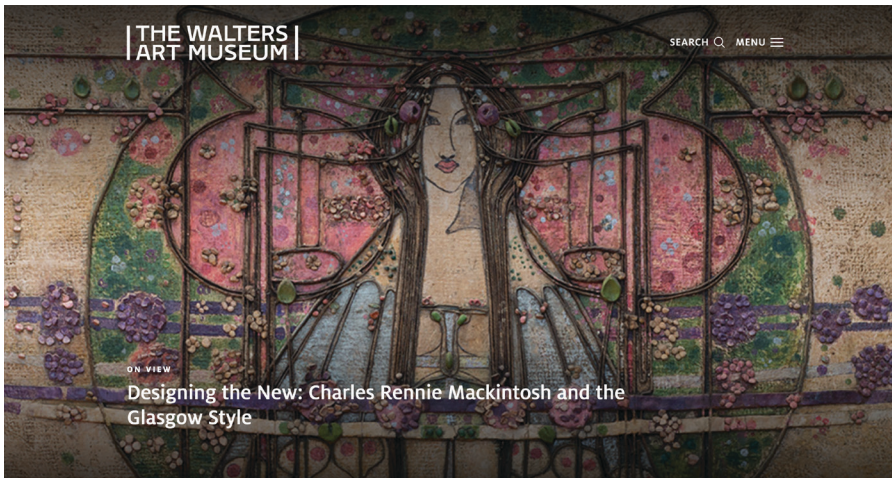
I would like to focus on why these photos were made and what role they played in their time and in ours. Details about the administrative side of production would be welcome too.

Tone:

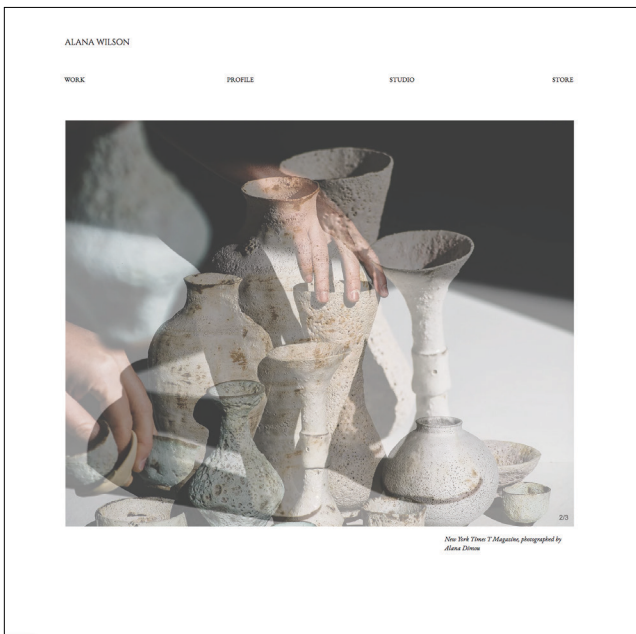
Exploratory? Awe-inspiring? I'm going to guess that a lot of people won't be interested in this topic at first glance, so the tone should set the subject matter to be pretty grand.

Visual Style:

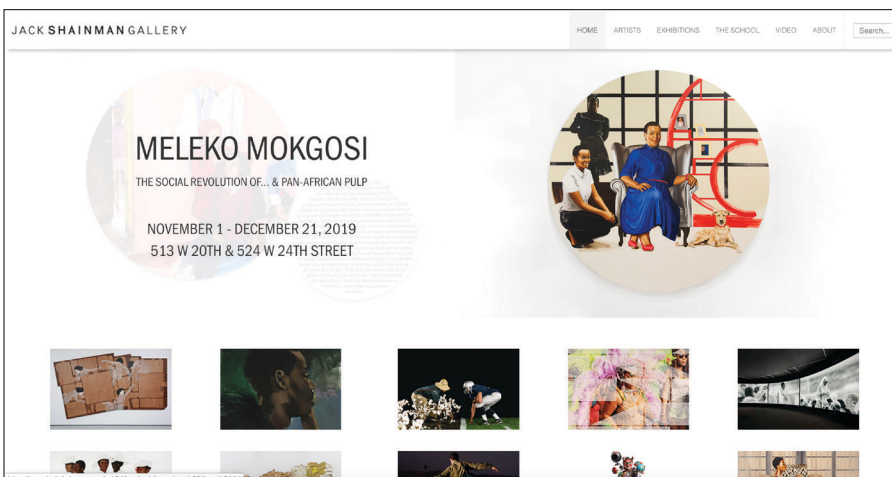
Even though the subject matter is from the 1930s/40s, I want the website to feel modern and fresh. Think about the aesthetics of well-designed museum catalogs. Preferably, it would be clean and minimal, with the photography taking most of the attention. As you will soon see, the online resources to see these photographs look disgusting. Please do not take inspiration from any government website.



I like how simple this one is. The first look at the first page is mostly just one image that spans the page— it really makes the viewer focus on the art. There could be a more complex navigation menu, though. This one is a little too bare.



This example had articles linked to the photographs on the front page. I was thinking something like that could work for this website, maybe with images linking to the photographer's profile. It doesn't have to be a changing gallery like this though.



Again, a very clean website with the main focus on the images. The contrast on shape in this one makes it especially interesting. It may be harder to execute that when the format of the photographs are so rigid, but it would be something to look into. The transparency is also a plus, an interesting way to create hierarchy.

Why I chose this

These images are incredibly important to how we look back at the Dust Bowl and how we perceive the past. As we dive right into climate change, environmental collapse like the Dust Bowl will unfortunately become more and more common. These images have become relevant again, as a warning about why you aren't supposed to fuck with the environment.

Here are some images for inspiration.

