

# Creative Brief

Manuel Lopez  
10/28/2005

## Project Title: The Face That Launched a Thousand Ships

### 1. Project overview

The goal of my website is to be generally informational, with a focus on the multiple sources of the character of Helen and how she has been interpreted.

### 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Helen\\_of\\_Troy](https://en.wikipedia.org/wiki/Helen_of_Troy), as well as a long art historical and classical history of artwork and literature to draw on. Could also be fun to create my own graphics or illustrations.

### 4. Audience

Site is informational, but likely seen by instructors classmates, and anyone reviewing my work. For this purpose I think I should aim mostly for function and showcasing the information, but the information should still be accessible. I imagine the site could be used by young adults or teens with an interest in mythology, seeing as classicists probably would want a more in depth, less flashy perspective of Helen.

### 5. Message

I'd like to focus on the interpretations of Helen's and her original story. I think particularly Sappho's take as a woman is different than a lot of the ancient men writers, and overall there is something to be said about the misogyny in the villianization and mischaracterization of who, in the Iliad, is a victim of sexual assault from Paris and Aphrodite.

### 6. Tone

Despite the goal to inform and bring to light some of the misogyny in Helen's portrayals, I also think the content lends itself very fantastical. It's hard to talk about ancient gods outside a research paper without some kind of fantasy. Her story though, as far as wikipedia tells it, is generally not the happiest.

### 8. Visual Style

I could see a version that draws on art historical portrayals, with marble statues and mosaics and wall paintings and stuff like that, but also could see something with ancient Greek pottery? There's lots of color and imagery with that association. I think I'd lean more the first way, I love the second one but I worry it might not be as nice to look at if it's all orange and black. Would need some experimentation.



*greek  
geometric  
banding  
patterns*

