Creative Brief – Oruç Reis website

Claire Huang

1. Project overview

- I'd like to present a concise and accessible history of a somewhat obscure figure. Concise in that sections are clearly delineated, marking basic stages in his life. Copy doesn't necessarily need to be as concise, since this should also be informative, with enough unique information about this particular person, Oruç Reis, rather than any old Mediterranean privateer.

2. Resources

- Copy available at https://en.wikipedia.org/wiki/Oruç_Reis
- Ernle Bradford, *The Sultan's Admiral* (book on his brother, including bits on him)

3. Audience

- Since this is a strictly information piece of classwork, the most likely audience is instructors in final review, and students in-process. In any case, I doubt kids shall come looking for such a site.

4. Message

- I'd like to highlight the Christian/Muslim (Spanish Catholic, Hospitaller / Ottoman, Morisco) interactions present in his story.
  - o Since there are such convenient instances e.g. his birth to a Janissary (necessarily a Christian-born convert to Islam) father, his transport of Moriscos to North Africa (fleeing Spanish persecution), his early enslavement by the Hospitallers/Knights of St. John, and his cooperation with the Ottomans.

5. Tone

- Historic – more in the sense of reporting than moralizing.
- He was a corsair/privateer so a bit swashbuckling and bold strokes in visual style as well as tone would probably be interesting.
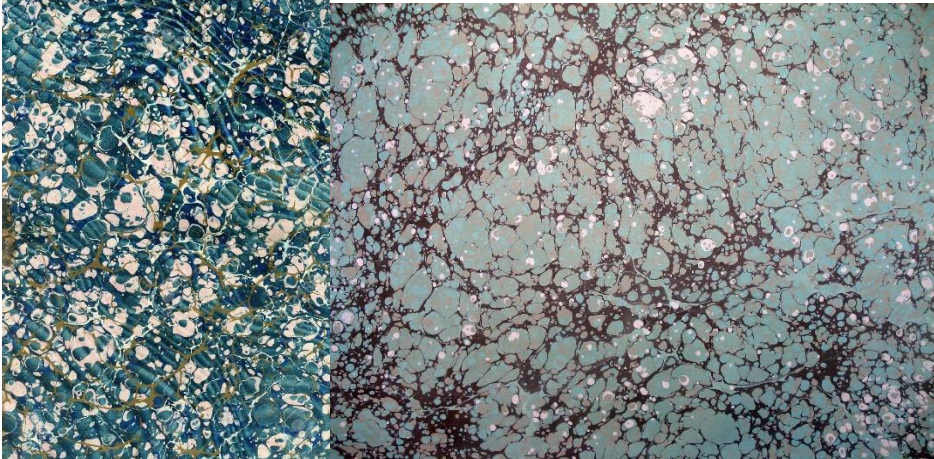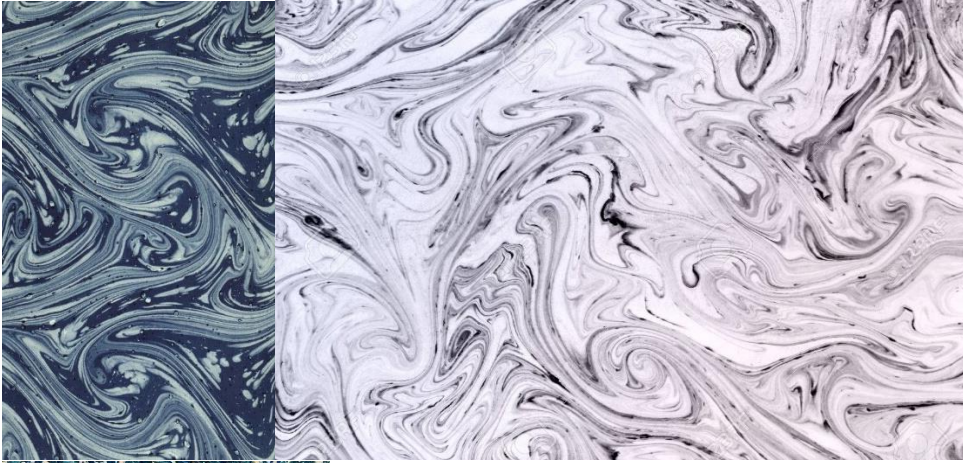
6. Visual Style

- Maybe black and white, warm (reddish) gray; the sense that goes with this early modern style of prints (below, Jean Parisot de La Valette, Oruç Reis, Hayreddin Barbarossa), though considering the Mediterranean setting of his activities, maybe a desaturated blue or turquoise would also be fun. I'm not seeing the colors as very bright and saturated, though.

MILITIÆ MAGIST ✠ IOHAN VALETTA MAG RHOD MELITENSIS

AROUDI,

LITTORA TE HESPERIÆ TIMVERE VTRIVSQ LYBESQ
OPPRESSI DEXTRA SVCCVBVERE TVA

CHAIRADINES BARBAROSSA

N VVQVAM TE LYPARE, CORCYRAVE DILIGET HARVM
CVM SIS IMMERITOS DEPOPVLATVS AGROS.

- Elegant, maybe serif title/heading fonts
- Speaking of Mediterranean setting, maybe motifs from paper marbling/ebru could reflect sea waves and have interesting interactions with the intricate details of image sources like the above.

- (Turkish marbling e.g.: http://www.turkishculture.org/traditional-arts/marbling-113.htm)