



Zi Jin Cheng: The Forbidden City



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Creative Brief

Project Summary:

Purpose: The purpose of this site is to provide information about The Forbidden City in Beijing, China.

Pages:

Introduction: Will have two brief paragraphs providing some background information about the city. There will also be at least one picture on this page of the city.

Purple Forbidden City: This page will provide information about the Chinese name of the city. The history of the city will also be on this page as well. This page will have two columns; one will be on the top right and will contain 2 images at minimum of the city, the other will be in the history section on the bottom left side with at minimum of 2 images of the city.

Blueprints: All of the structural dimensions, architecture, as well as the location of all the places inside the city will be on this page along with one column to the left providing the pictures of the inner and outer court along with other architectural feats that this city is known for.

Art: There will be background and historical information as how art is tied to this city. There will be three columns below the first three paragraphs. The left column will talk about ceramics and paintings. The middle column will talk about bronze ware and time pieces. The third column will talk about Jade and Palace Artifacts. Each column will have 2 pictures that relate to the column's content. The end of the page will be finished with a section that talks about ties to other media such as digital.



Creative Brief...

Representation: This page will have two columns one at the top left with a minimum of 2 images for the city's symbolism, and one at the bottom right with a minimum of 2 images for the city's religious representation. The two columns will both be going vertical. Symbolism and the religious representation of the city will be discussed in this page.

Credits: A two column side by side of all the images I used along with a citation for both the images and where my information was used from.

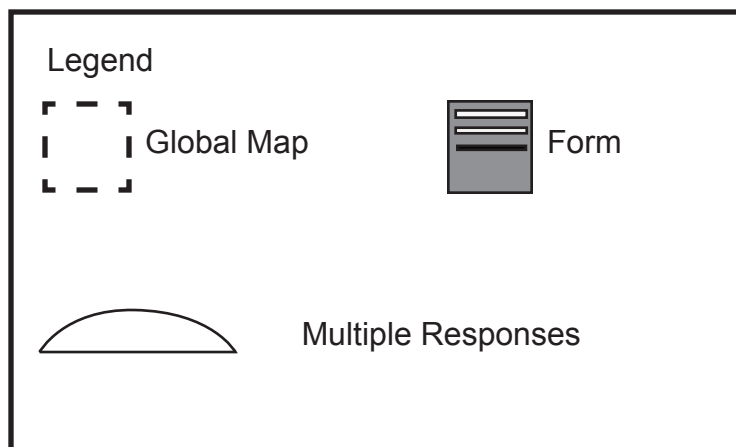
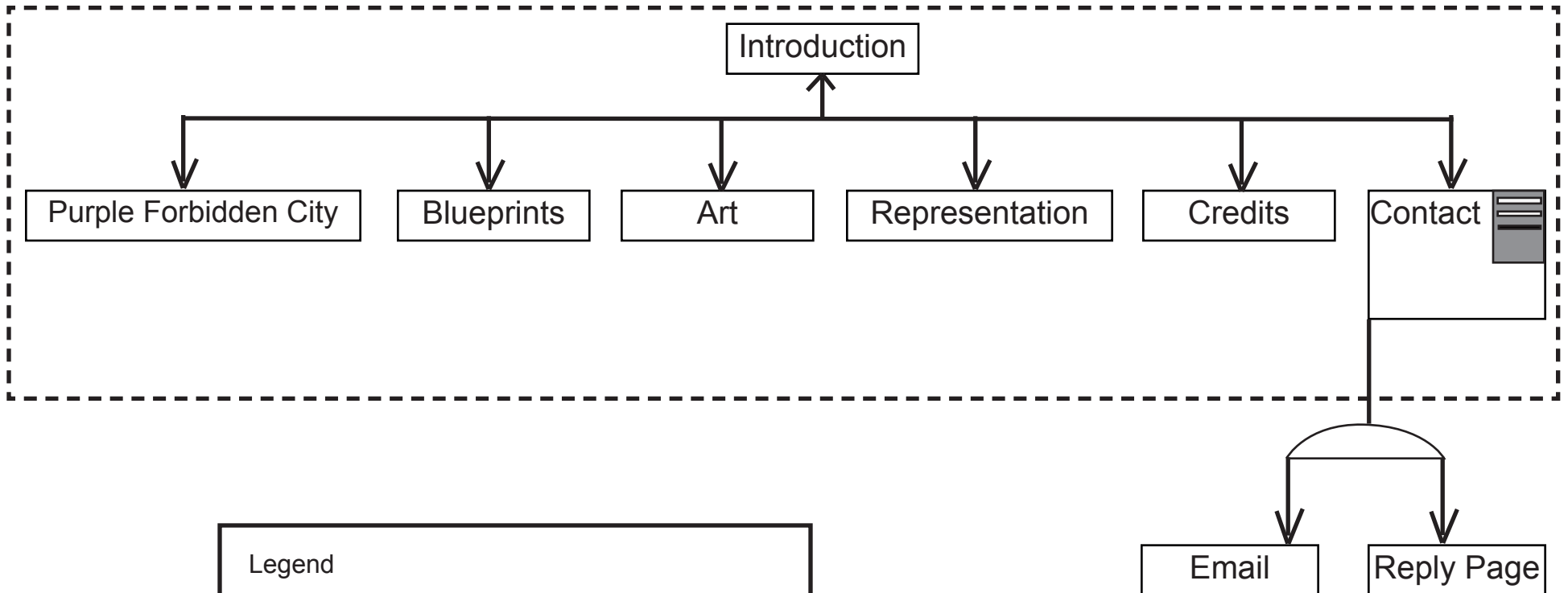
Contact: Form entry will be on this page and will contain entries for name, email, title, street, city, phone, other information, comments, questions, as well as a submit, and a reset button.

Reply Page: This page will be returned after the form is submitted. A final greeting for the viewer.

Audience: High School to first year college. Age 14-19.

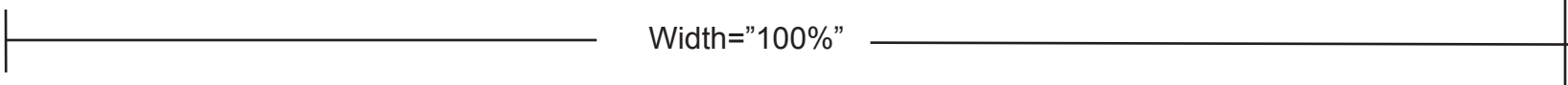
Perception/Tone: Respectful, Warm, Friendly

Navigation Map





Wireframe-Introduction



bkgbanner.png building banner image	namebkg.png name of site on background	guard.png palace guard lion
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[Intro](#) | [Purple Forbidden City](#) | [Blueprints](#) | [Art](#) | [Representation](#) | [Credits](#) | [Contact](#)

Introduction

genral view of the city along with a caption.	<p>“The Forbidden City was the Chinese imperial palace from the Ming Dynasty to the end of the Qing Dynasty. ‘It is located in the middle of Beijing, China, and now includes the Palace Museum. For almost five centuries, it served as the home of the Emperor and his household, as well as the ceremonial and political centre of Chinese government.’”</p>
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“Since 1925, the Forbidden City has been under the charge of the Palace Museum, whose extensive collection of artwork and artifacts were built upon the imperial collections of the Ming and Qing dynasties. Part of the museum’s former collection is now located in the National Palace Museum in Taipei. Both museums descend from the same institution, but were split after the Chinese Civil War.”

<p>general view image fo the city along with a caption.</p>

Scroll

Wireframe-Purple Forbidden City

Width="100%"

bkgbanner.png building banner image	namebkg.png name of site on background	guard.png palace guard lion
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Intro | Purple Forbidden City | Blueprints | Art | Representation | Credits | Contact

Purple Forbidden City

“The English name, "The Forbidden City," is a translation of the Chinese name Zi Jin Cheng, 紫禁城, in pinyin is Zǐ Jìn chéng. This literally means "Purple Forbidden City". Alternatively another English name with similar origin is "Forbidden Palace".[3]”

“The name "Zi Jin Cheng" is a name with significance on many levels. Zi, or "Purple", refers to the North Star, which in ancient China was called the Zi Wei Star, and in traditional Chinese astrology was the abode of the Celestial Emperor. The surrounding celestial region, the Zi Wei Enclosure (Chinese: 紫微垣; pinyin: Zǐ Wēi yuán), was the realm of the Celestial Emperor and his family. The Forbidden City, as the residence of the terrestrial emperor, was its earthly counterpart. Jin, or "Forbidden", referred to the fact that no-one could enter or leave the palace without the emperor's permission. Cheng means a walled city.”

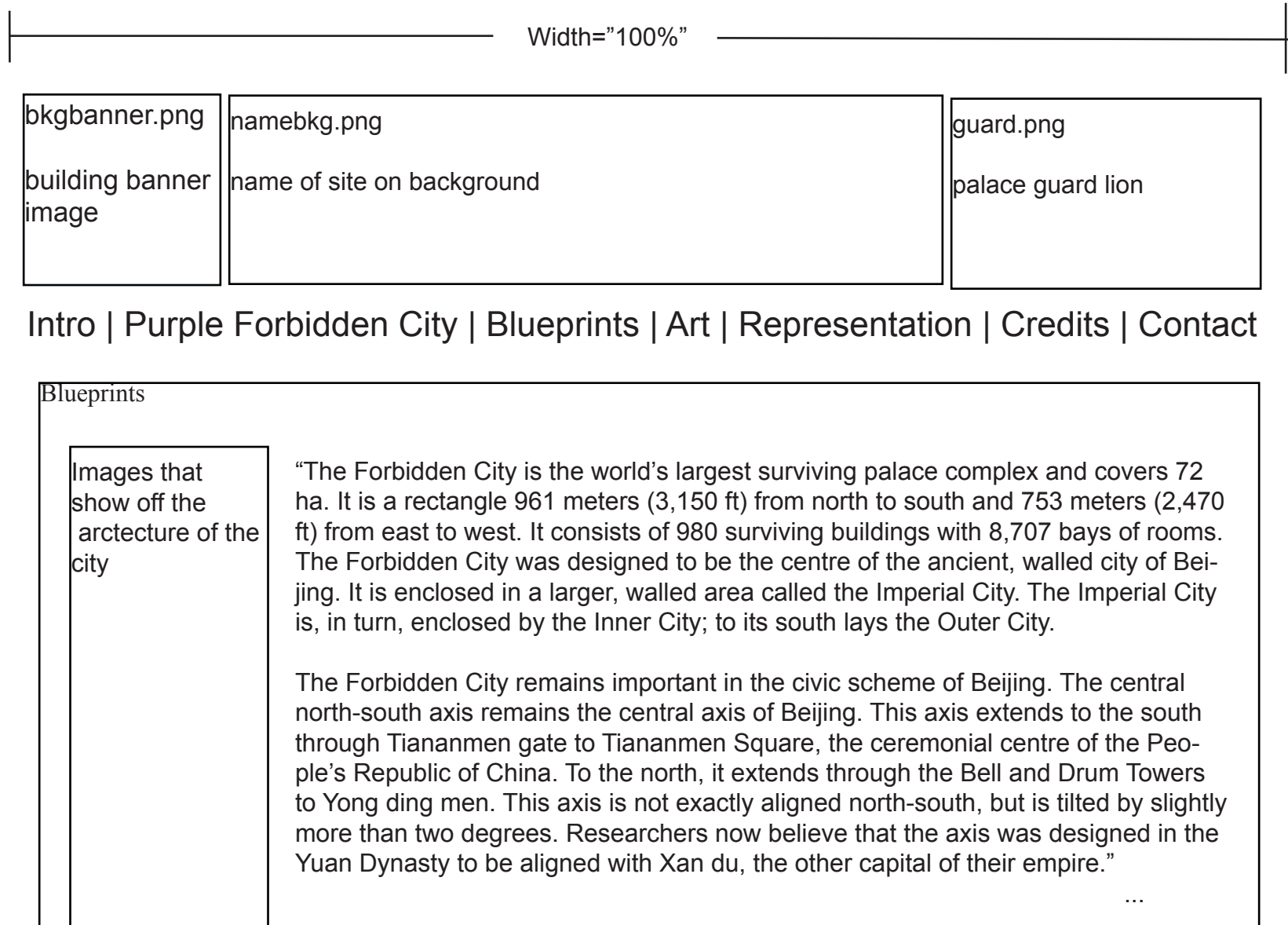
Graphic image of the words to the city.

Column in the history section with at least 2 images relating to the history.

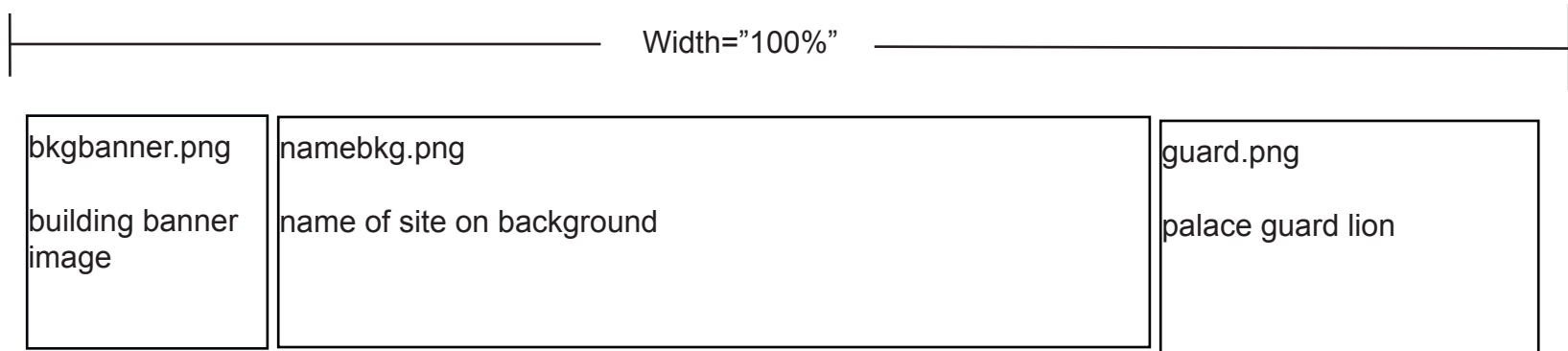
“The site of the Forbidden City was situated on the Imperial City during the Mongol Yuan Dynasty. Upon the establishment of the Ming Dynasty, the Hong wu Emperor moved the capital from Beijing in the north to Nan jing in the south, and ordered that the Yuan palaces be burnt down.”

Scroll

Wireframe-Blueprints



Wireframe-Art



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Art

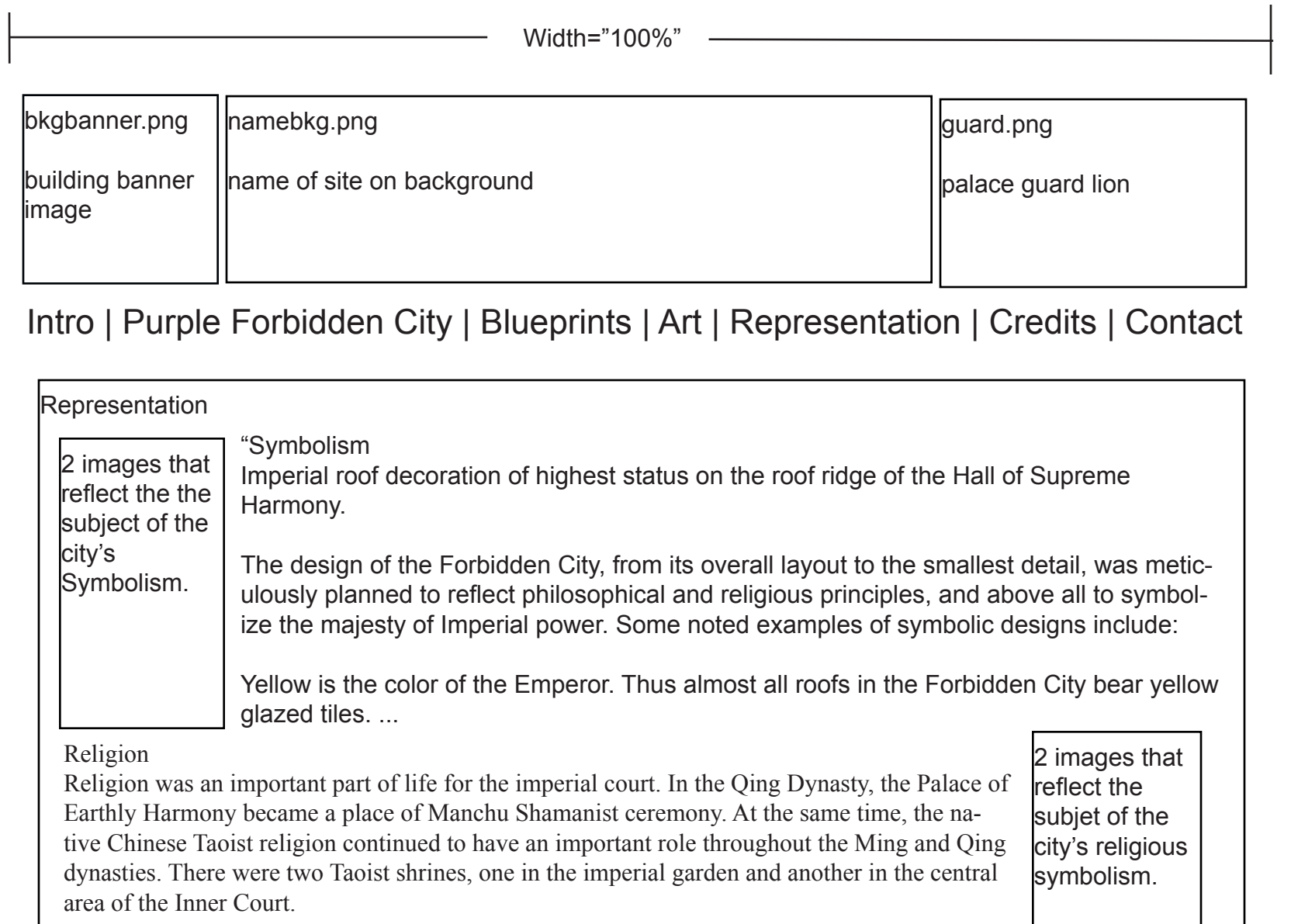
“The collections of the Palace Museum are based on the Qing imperial collection. According to the results of a 1925 audit, some 1.17 million items were stored in the Forbidden City. In addition, the imperial libraries housed one of the country’s largest collections of ancient books and various documents, including government documents of the Ming and Qing dynasties.

From 1933, the threat of Japanese invasion forced the evacuation of the most important parts of the Museum’s collection. After the end of World War II, this collection was returned to Nanjing. However, with the Communists’ victory imminent in the Chinese Civil War, the Nationalist government decided to ship the pick of this collection to Taiwan. Of the 13,427 boxes of evacuated artifacts, 2,972 boxes are now housed in the National Palace Museum in Taipei. Almost ten thousand boxes were returned to Beijing, but 2,221 boxes remain today in storage under the charge of the Nan jing Museum.

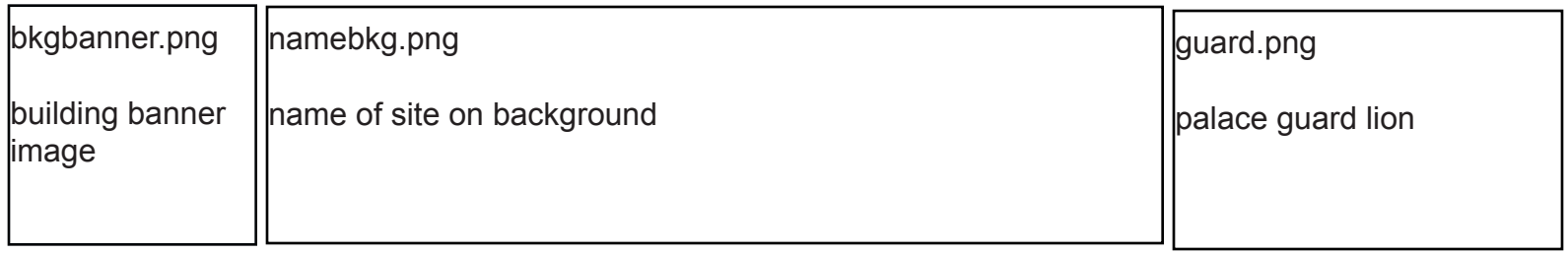
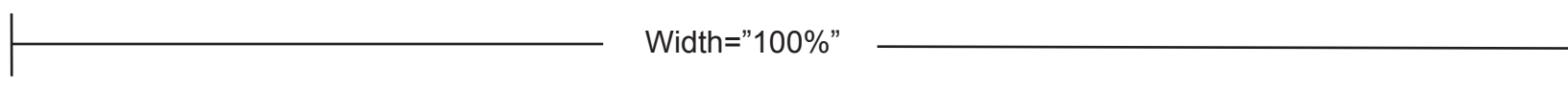
Ceramics, Painting Section	Bronze Ware, Time Pieces Section	Jade, Palace Artifacts Section
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Scroll

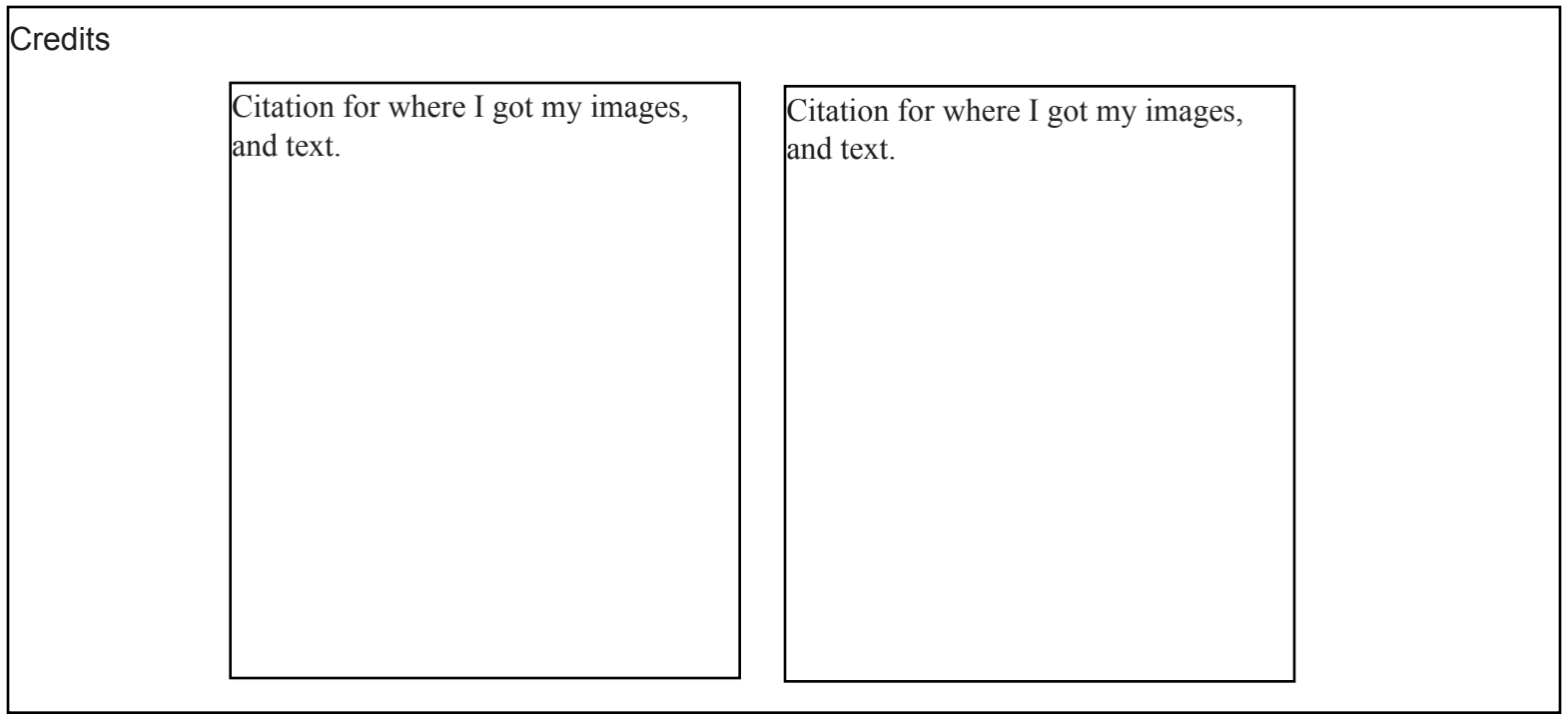
Wireframe-Representation



Wireframe- Credits

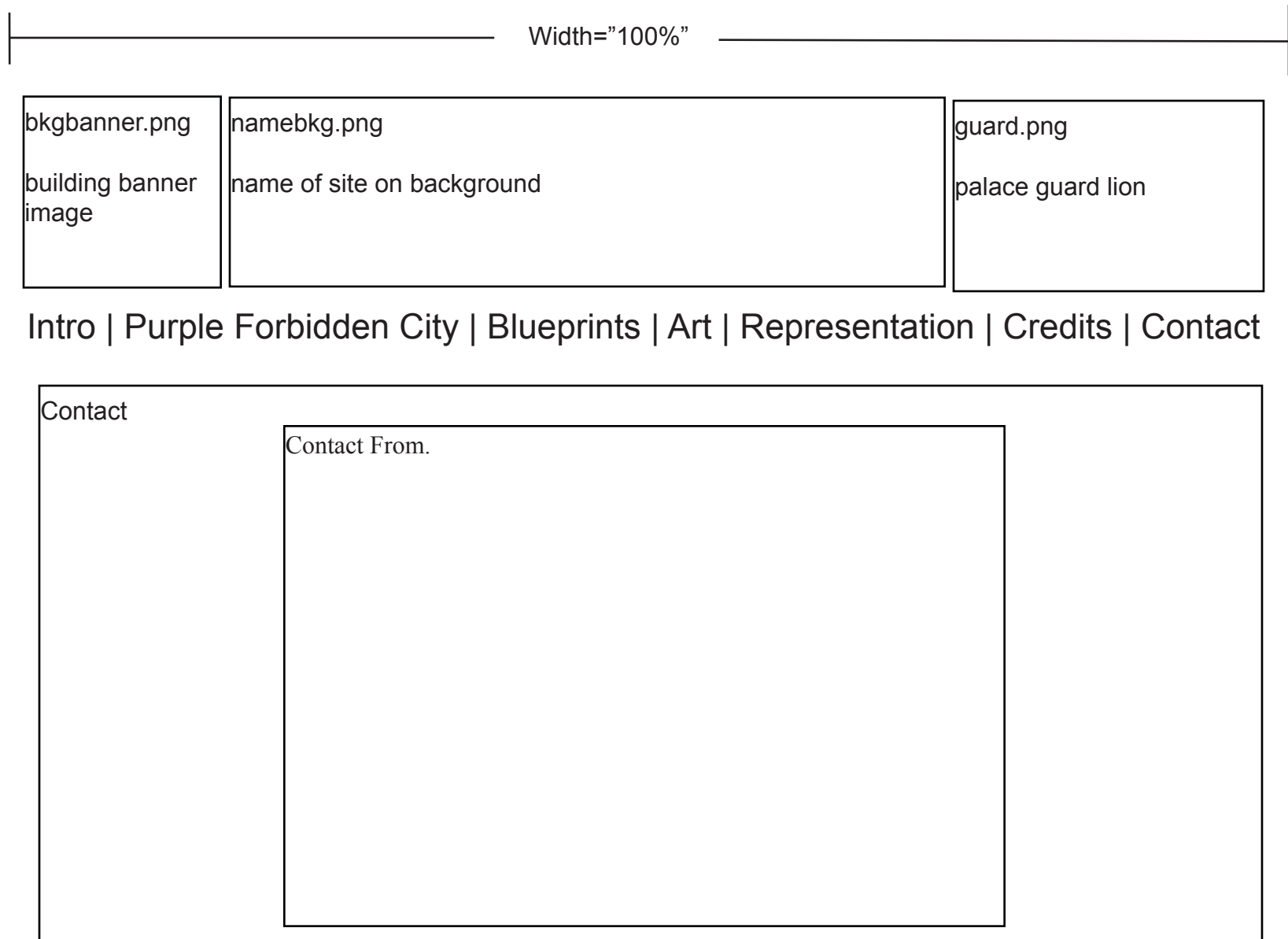


Intro | Purple Forbidden City | Blueprints | Art | Representation | Credits | Contact



Scroll

Wireframe- Contact



Credits- MLA Citation

Text:

Wikipedia. "Forbidden City". < http://en.wikipedia.org/wiki/Forbidden_City>.

Images:

Betamax. 2076604. Shutterstock. < <http://www.shutterstock.com/pic.mhtml?id=2076604>>.

Connors, Kevin. 32421292. Shutterstock. < <http://www.shutterstock.com/pic.mhtml?id=32421292>>.

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JingAiping. 24832720. Shutterstock. < <http://www.shutterstock.com/pic.mhtml?id=24832720>>.

Larsen, Jonathan. 6609838. Shutterstock. < <http://www.shutterstock.com/pic.mhtml?id=6609838>>.

Slavicek, Tomas. 33965971. Shutterstock. < <http://www.shutterstock.com/pic.mhtml?id=33965971>>.

Zaccherini, Claudio. 26762095. Shutterstock. < <http://www.shutterstock.com/pic.mhtml?id=26762095>>.

Wikipedia.

Styles

Html

Font Name: Arial, Bell Gothic

Font Sizes: 10px, 15px, 17px, 20px

Colors:

