

Abby Schwenger

Creative Brief

The clients for this website are prospective rowers at Mount Saint Joseph Academy and the parents of said prospective rowers. The objective of the site is to showcase the history, legacy, and achievements of our program freely. On this basis, it is a very low-risk website and serves only as additional advertisement for the already-thriving program. There is a great opportunity for growth of the program should the website be successful, and its strengths will be its aesthetic and appeal to the youth. For a program as successful at Mount Crew, *not* having a website like this could be a bad look. My top three objectives for the website are to reach a wider audience with the story of Mount Crew, educate the masses about rowing in general, and celebrate the twentieth year of the program by acknowledging our achievements. Our audience is open, but we are focusing on appealing to high-school aged young women and their parents. They should be impressed with the representation of the program and become more interested in rowing at The Mount. As for competition, we have rival high school teams in the Philadelphia area who do not have websites, so this puts us a step ahead of the competition. The website will differentiate us and the sheer fact that it was made by an alumni shows the family aspect and history of excellence at Mount Crew which we are trying to promote. Our tone should be proud, confident, and appealing. We want audiences to understand the program and its *values*. It has been my goal to make these clear in all language used on the site. All visuals are existing and credited to photographer and coach Jennifer Fasy. They aim to illustrate the culture and unity of our team. The project's total budget is \$100 including website deployment and advertising. I will report all progress to Mount Crew head coach, Megan Kennedy. She will monitor the website and make sure it constantly is representative of the program.

Five Websites that are inspirations:

<https://www.saugatuckrowing.com>

<https://www.communityrowing.org>

<https://www.marinrowing.org>

<http://www.greenwichcrew.com>

<https://vesperboatclub.org>