**Creative Brief**  
**Anthony Huang**

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**Project Title: Michael Jordan Microsite**

**1. Project Overview**  
Create a multi-page microsite that highlights Michael Jordan’s life, career, and legacy in a visually dynamic and engaging way.

**2. Resources**

* <https://en.wikipedia.org/wiki/Michael_Jordan>
* Google Images, NBA archives, Nike campaigns
* Fonts from Google Fonts (e.g., Bebas Neue, Open Sans)

**3. Audience**  
General audience, including sports fans, instructors, and potential employers. Ages 15–50+.

**4. Message**  
Jordan is more than a basketball legend—he's a cultural icon and business powerhouse.

**5. Tone**  
Bold, inspirational, modern, and powerful. Reflect ambition and excellence.

**6. Visual Style**

* Color palette: Black, white, red, with gold accents
* Fonts: Strong sans-serifs
* Big visuals, clean layout, stat callouts, quotes
* Visual inspiration: Nike, The Last Dance doc, ESPN
* A basketball player dribbling a ball

  AI-generated content may be incorrect.