

Project Title: Jeremy Jones

1. Project Overview

This is an informational site about the snowboarder Jeremy Jones. It is intended to provide a bit more information on one of the most influential riders in the sport's history. I hope to convey Jeremy Jones's legacy on the sport and environmental activism.

2. Resources

There are a few resources I plan on using to flesh out the content of this site. For visuals I will probably use Pinterest/ Facebook to find relevant images. For textual content I've compiled a few sources:

<https://www.thirtytwo.com/us/team/global-pro/jeremy-jones-R05.html>

[https://en.wikipedia.org/wiki/Jeremy_Jones_\(freerider\)](https://en.wikipedia.org/wiki/Jeremy_Jones_(freerider))

https://en.wikipedia.org/wiki/Protect_Our_Winters

<https://www.jonessnowboards.com/en-US/base-camp/team/jeremy-jones.html>

<https://backcountrymagazine.com/stories/jeremy-jones-on-dancing-down-spines-innovating-new-tech-and-fighting-for-our-planets-future/>

<https://www.mountainfilm.org/festival/personalities/jeremy-jones>

3. Audience

The audience of this site is primarily snowboarders and skiers, but a secondary audience could be environmentalists and those interested in other outdoor sports.

4. Message

I hope to show that Jeremy Jones has been one of backcountry snowboarding's largest influences and that he is now instrumental in climate change activism.

5. Tone

This site will be informal while still expressing the gravitas of his accomplishments.

6. Visual Style

I hope to go for a largely black and white look with the occasional pop of color. I think this lends itself to a colder feeling, which ties in well to the sport of snowboarding and Jones's mission to prevent climate change.

I like the muted color scheme of the first image, but would like to try to incorporate some of the blending done on the second. I will try to make a similar color scheme, block lay-out, and photo/text orientation as on the third. I like the loose gradients, fonts, and text layout on the fourth and will try to incorporate those elements.

HOME PAGE



