Creative Brief

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Project Title: Michael Jordan Website

Project Overview

The goal of my website is to be generally informational, but to present Michael Jordan's life on the court and off the court.

Resources

There are resources available at https://en.wikipedia.org/wiki/Michael_Jordan, along with other website such as https://www.espn.com/nba/player/gamelog/_/id/1035/michael-jordan. Additionally, there are a lot of photographs available on Google Images as well.

Audience

My sight will be informational and won't be promoted commercially in any way. This assignment will be reviewed by instructors. The audience can include children, teenagers, and seniors.

Message

I'd like to focus on the Michael Jordan and what he has accomplished for basketball in general. I would also like to explore some of his habits and interests outside of basketball.

Tone

The tone here would be historic and informational. I'm looking to highlight his accomplishments along with the struggles Jordan had to overcome to win his championships, both on the court and off the court.

Visual Style

For the visual style, I am thinking about having colors related to the Bulls, red and white, since it was the life-long basketball team of Michael Jordan. I also think that a black and white feel would also give it an old, 90s look. While both ideas are cool, I like the idea of having a more vibrant website that is related to the Bulls color. Maybe even a combination of both black and white with red.

Here are a couple of jpgs of inspiration of ideas.