

Creative Brief

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Title: The Modern Sport of Mountain Biking

Project Overview

This website is meant to be informational and entertaining, presenting the sport of mountain biking in a way that is intuitive for beginners or people new to the sport. While one page of the site will emphasize the history of mountain biking, the rest of the pages will focus more on the modern status of the sport. The site should feel intuitive to use, make for light reading and easy access.

Resources

The written content will come from the [Mountain Bike Wikipedia Page](#). There are also pages for Downhill Mountain Biking and Enduro Mountain Biking that can be used. Images are available on Google Images.

Audience

The target audience for this website is someone that is new to Mountain Biking, or hasn't really heard of the sport before.

Message

This site is mainly focused on mountain biking as a sport, with information on Mountain Bikes themselves being used to supplement the reader's understanding of the sport.

Tone

The tone should be friendly, yet informational. Use of simple language is encouraged, as we wish to encourage newcomers into the sport.

Visual Style

I'm initially thinking of a tabular style of page, using earthy tones. For font choice I'm thinking of a san-serif font for descriptions, and serif for titles.

