Creative Brief

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Project Title: Tiger Woods

Project Overview:
The goal of this website is to be informational and give a brief history/overview of Tiger Woods. A lot of people know who Woods is and that he is one of the best golfers of our time, but I would like this website to focus on generally why and how by showing his outstanding professional career as well as all of his awards and honors.

Resources
https://en.wikipedia.org/wiki/Tiger_Woods
There are a lot of images available on Google images

Audience
This is an informational site and will not be promoted commercially. Through this website, I am hoping that anyone who is interested in golf can have more insight on Woods' career. This website will be appropriate for all demographics, but will most likely target anyone interested in sports, specifically golf.

Message
I would like to focus on the impact that Tiger Woods has left and how he was able to completely change the way people viewed golf. He has inspired thousands of kids to pick up this sport and is a role model for those young golfers.

Tone
Overall tone of this website will be somewhat professional

Visual Style
I was thinking of something pretty clean/simple and using serif typefaces to emulate the logos of the major PGA Tournaments. I was also thinking of using a forest green color as an accent color on the site as well as different golf symbols (i.e. pin, club, or tee) as buttons for the site.