

Creative Brief

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Project Title: Son Heung-min

1. Project Overview

The goal of my website is to introduce and present Son Heung-min's life and what he has done for Asian representation in the game of Football. He continues to break records and will surely make his way into the Hall of Fame once he retires.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Son_Heung-min, as well as some photography. There are a lot of other photographs available on Google Images as well.

3. Audience

This is a strictly informational site, and won't be promoted commercially in any way. However, I would like to incorporate design and find a healthy balance with readability. With that being said the audience won't likely include children or people of higher than retirement age.

4. Message

I'd like to focus on the praise of Son Heung-min's career. He not only is an amazing footballer but an influential figure in Korean history and Asian representation within a country known for its racist history and environment.

5. Tone

The tone here I think should be representative of Son's hard work and dedication. I'm looking to highlight the hardworking side that led to his success. I want to convey the struggles Son had and overcame.

6. Visual Style

Son Heung-min as a player is known for his electric pace and versatility, I want to visualize that as minimalistic designs with smooth and quick transitions.

