Creative Brief

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Project Title: Los Angeles Clippers Website

1. **Project Overview**

   The goal of the website is strictly informational. I am only presenting the history of the Los Angeles Clippers and their current state of ownership and other informational facts.

2. **Resources**

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

   This page has all of the images and information needed about the Clippers.

3. **Audience**

   The audience for this is anyone interested in professional basketball and wanting to learn more about the Clippers. The owner is also Steve Balmer, the former CEO of Microsoft, so people wanting to learn more about Steve Balmer might be interested as well.

4. **Message**

   I want people to know more about the Clipper organization and the rich history behind it. As someone who was born in Buffalo, not too many people know that the Clippers came from the Buffalo Braves many years ago.

5. **Tone**

   The tone is very straightforward and educational. I would describe it as a "cold" tone because there is no emotion that should be felt while learning about the history of this organization.

6. **Visual Style**

   The colors that the Clippers used to heavily focus on were Blue and Red, but I did not like those colors. They recently moved onto a darker theme of black and white in their logo and jerseys so I will follow that theme of black and white.

Here are some inspiration pictures