

creative brief

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Project Title: The 1999 US Women's National Soccer Team

1. Project overview

- a. The goal of this website is to be generally informational but present this team and its historical context in a way that illustrates the advocacy that members of this team did for themselves and for the future of women's sports in the US

2. Resources

- a. https://en.wikipedia.org/wiki/United_States_women%27s_national_soccer_team and https://en.wikipedia.org/wiki/1999_FIFA_Women%27s_World_Cup for wikipedia pages
- b. https://www.espn.com/soccer/story/_/id/37573533/instant-icons-lasting-legends

3. audience:

- a. This is strictly informational for this class but in general anyone could view this

4. message:

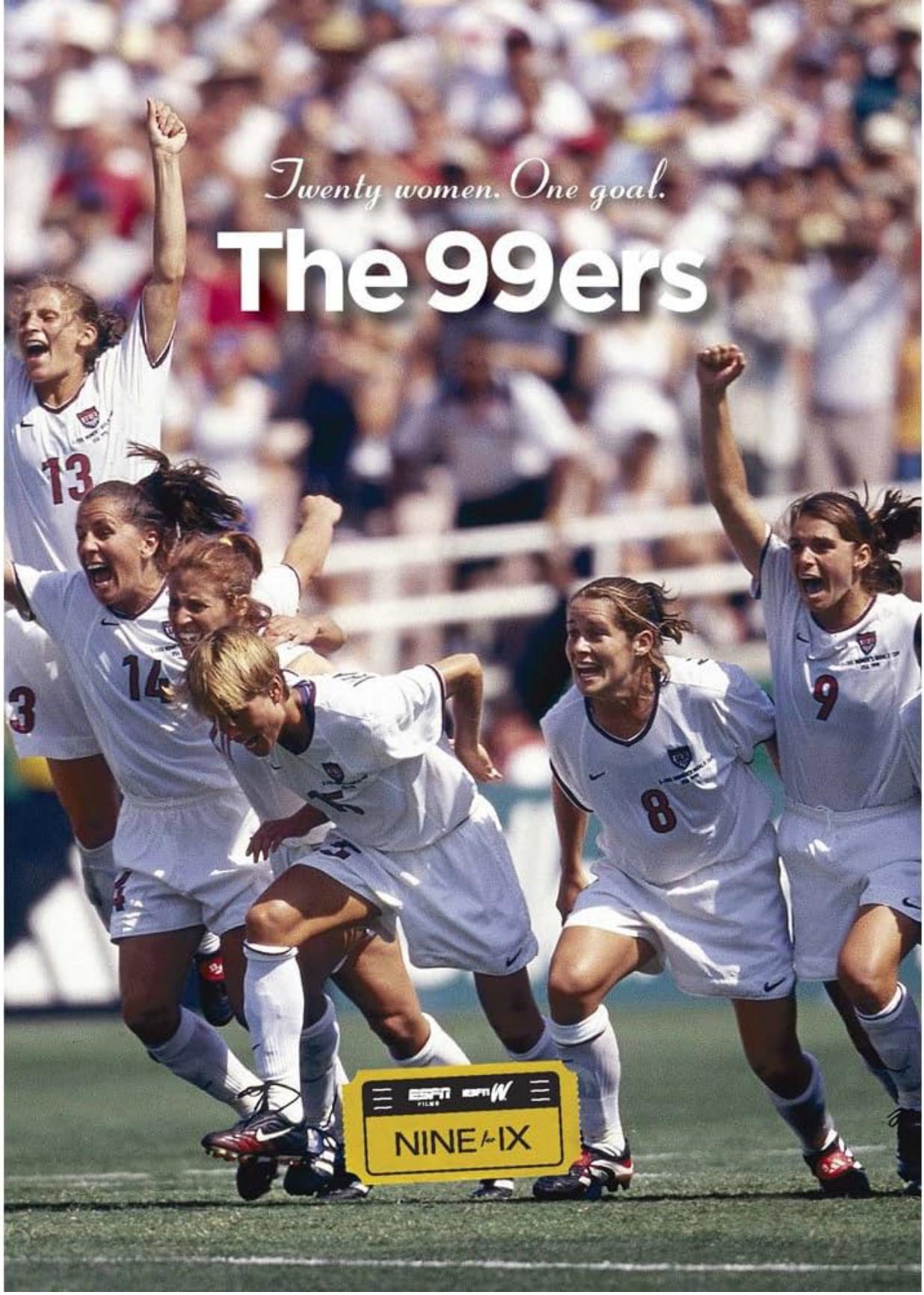
- a. I want to focus on the legacy that this team built and how they negotiated for the first women's professional soccer league in the US and the first collective bargaining agreement and made sports a viable career for women

5. tone:

- a. Moving and inspiring

6. visual style:

- a. I want to reflect older styles around this time period of the 90s/early 2000s

A dynamic photograph of a female soccer team celebrating a goal. Several players in white jerseys are shouting and raising their arms in triumph. In the foreground, a player wearing jersey number 8 is crouching down, looking towards the camera. To her right, another player with her arm raised wears jersey number 9. Other players are visible in the background, including one with jersey number 13. The scene is set on a grassy field with a large, blurred crowd of spectators in the background.

Twenty women. One goal.

The 99ers

ESPN
ESPN W
NINE-for-IX



