

# Creative Brief \_ Terry Rim

## Project Title: Skateboarding Website

### 1. Project Overview

The goal of the website is to provide introductory information on skateboarding, including culture and basic techniques. I would like to introduce the cultural impacts of skateboarding in film, and fashion (and music if possible, but not certain.) The website design is inspired by vintage skateboarding magazines from the 80s and 90s.

### 2. Resources

The base article: [Skateboarding](#)

The Skateboarding style/technique: [Skateboarding Styles](#), [Skateboarding Tricks](#)

Additional information on skateboarding fashion: [History of Skateboard Fashion](#)

Images found on Google: To be updated

### 3. Audience

I want this website to be inspirational to teenagers and reminiscent to adults of 40-50s. Therefore, if the website gets published, my audience would be teenagers - 20s who have an interest in skateboarding. Other audiences would include instructors and employers who will review my portfolio.

### 4. Message

1. Skateboarding is cool, it is worth appreciating
2. Skateboarding culture has permeated our society deeper than we think

### 5. Tone

Although the website is informational, I don't want it to sound/look formal and boring. The adjectives that can describe my tone are simple, free, chill, playful, light and easy. I might add some copies that resemble the tone of 80-90s advertisement.

## 6. Visual Style

The main color will be blue, and I want the color palette to be bright, playful, and cheerful. Although I am going for a modern design, many of the images I will use are from 80s and 90s, so I will combine a slight sense of vintage with modernity.

The text, font and general style of the webpage will follow a skateboarding magazine. I also want some feelings of collaged posters hipster teenagers make and put up on the wall of their rooms. Overall, because skateboarding is a sports/activity associated with freedom, I want my website page to have some extent of freedom in the layouts. It will be good to have a vertical scroll in some of the pages, but I will have to figure out exact methods to enable that.

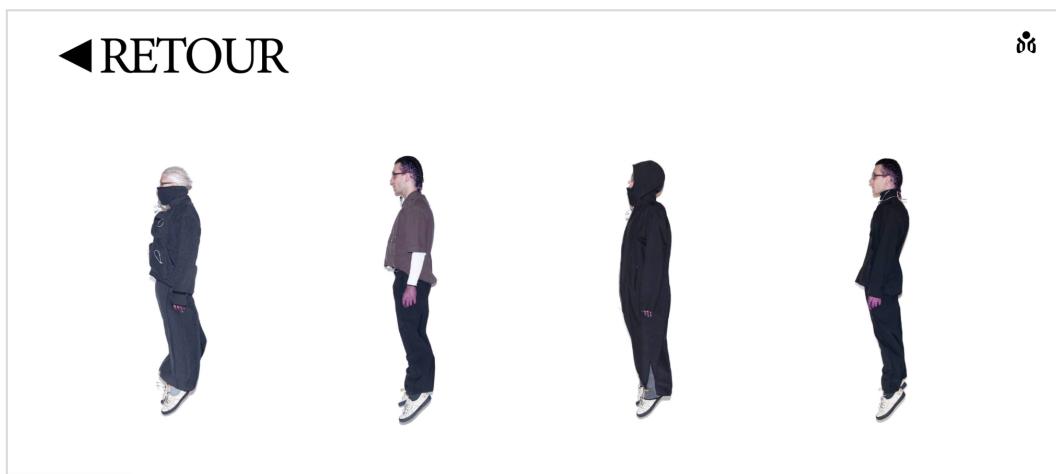
I have collected some screenshots of websites that align with my design ideas.

### a. Screenshots

Inspiration for the overall style and tone of my website



Layout for Skateboarding Techniques



## Possible Layout for the homepage (1)



S MENU

# Creator of Quality And Thinker of Fashion

Be · Db · Ig · Ln

I'm an art director, graphic designer, and digital artist with over 9 years' experience and a degree in Design of Industrial Products. I study experiences to create brand identities.

I'm curious, passionate, and strive for continuous evolution. I've made creativity my lifestyle. Currently, I work as an independent Art Director, Graphic Designer & Illustrator. Ever since I was a kid, art has been what makes me tick. To this day, art is what moves me to explore and play around with new shapes and techniques to find solutions that are appealing and efficient.

↓ COOPER HEWITT

## Possible Layout for the homepage (2)

Willi Smith Community Archive

*Willi Smith: Street Couture*—Cooper Hewitt, Smithsonian Design Museum's book and exhibition—was built through the memories and contributions of Smith's friends and collaborators. Share your own story about Willi Smith here...

↓ COOPER HEWITT

Willi Smith

Street Couture

Menu

(having background video in a glitched texture)

b. [Website](#)

Although this is a one-scroll website that features both vertical and horizontal scroll, and I know that it will be technically difficult to make this for this assignment, I still would like to reference some of this website's layout and style. I especially like this site's active use of bold sans-serif fonts, color, and lines.

Bold, Sans-Serif Font and gridded layout

**Your 2022 Neighbourly Impact**

**Read Our Annual Reports**

**SCROLL to Explore**

**Your 2022 Impact**  
**The Global Impact**  
**Our Distinctives**  
**Our Approach**  
**Our Programs**  
**Thank You**

**COMPASSION AUSTRALIA**

**SOUND OFF**

**MENU**

**\$98,554,000**

Over \$98 million was raised in revenue thanks to you and all our generous supporters. Over 81% went straight to our programs.

**2,286,253**

An incredible 2.2 million children are assisted through the generosity of Compassion supporters globally, showing each child there is a hope more powerful than poverty.

**127.380**

Your love, generosity and support has made an incredible difference in the lives of children around the world this financial year. Just take a look!

Interaction + information that pops up when hovered/clicked

The screenshot shows the homepage of Compassion Australia. At the top, there's a navigation bar with "COMPASSION AUSTRALIA", "SOUND OFF", and "MENU". Below the navigation is a large blue globe with white outlines of continents. Overlaid on the globe are names of countries: "Burkina Faso", "Colombia", "Spain", and "Sri Lanka". To the right of the globe is a "Global" button. Further right is a "Story" section featuring a thumbnail image of a person in a rural setting with a hut in the background, accompanied by a dropdown arrow icon.

**Burkina Faso**

Established	2004
Registered Children	106,157
Mums and Babies Participants	1,426
Local Partners	399

14 COUNTRIES RAISING SUPPORT    27 COUNTRIES DELIVERING PROGRAM    88,848 A

Inclusion of videos

