Zach Friedman

4/8/21

**Creative Brief**

Rock Climbing

<https://en.wikipedia.org/wiki/Rock_climbing>

PROJECT OVERVIEW

The goal of my website is to provide the user a basic introduction to the world of rock climbing. Covering the history and prominent men and women in the industry along with the techniques and popular climbing locations will offer a holistic view of the sport.

RESOURCES

You can find a bunch of information on the Wikipedia site and Google/Google Images.

AUDIENCE

The site is informational. It’s made primarily for people who want to learn the basics of the sport. There is no specific target audience.

MESSAGE

I want the message of the site to show the long history of the sport. Additionally, I want them to leave the site itching to climb something.

TONE

The tone should be pretty informal. Everyone who’s a part of the industry is pretty easygoing and friendly, and that’s the tone that I think would be best.

VISUAL STYLE

As expected, earthy/rocky tones should be present. I think a chunky title/heading font could look good. The website should feel clean and organized but also have hints of the outdoors.

Below is a map of climbing routes. I think the use of random lines could be cool. Lastly, there are a few sketches of climbing gear seen below. I like the style of that which could hopefully be added into a relevant section or the rest of the site.





