

# Creative Brief

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## Project Title: Rowing Website 1. Project overview

The goal of my website is to be generally informational, inform the user about rowing and collegiate rowing.

## 2. Resources

Copy is available at [https://en.wikipedia.org/wiki/Rowing\\_\(sport\)](https://en.wikipedia.org/wiki/Rowing_(sport)) and [https://en.wikipedia.org/wiki/College\\_rowing\\_\(United\\_States\)](https://en.wikipedia.org/wiki/College_rowing_(United_States)). Photos can be found online and on Wikipedia by searching rowing or crew.

## 4. Audience

This is a strictly informational site, and won't be promoted commercially. It is used to inform people interested about collegiate rowing in the United States. It is geared towards a person with no knowledge of the sport.

## 5. Message

I'd like to focus on a getting an introduction to the rowing sport and collegiate rowing. I was thinking of:

- introducing rowing
- the rowing stroke
- mens and womens rowing
- time line of collegiate rowing
- a list of college rowing fast facts.

By the end of the site, the user should have a general idea what rowing is and what collegiate rowing is.

## 6. Tone

The tone should be informative. The goal is to give a brief overview of the sport. As a result, the web page will be informative and matter of fact.

## 8. Visual Style

I was thinking of making the website a single page.

I think a large image with a background of rowing should take up the first element of the webpage. An example of a full screen image header is: <https://www.theartoftexture.com>. I think the second element should be similar to the example and provide introductory text.

Another website for inspiration is Mail chimp (<https://mailchimp.com/#by-the-numbers>). This visual style is a colored background with easy to read text and images. It makes good use of white space. I was thinking of combining the two of these designs into one cohesive unit.

Essentially, elements should take up the full screen and combine vibrant or cool background colors and photos of rowing.

Other websites for inspiration: <http://thinkpixellab.com>,

Below is a list of some elements that could be good to include:

- header and welcome
- What is rowing
- What is the rowing stroke
- mens and womens collegiate rowing
- time line of collegiate rowing
- a list of college rowing fast facts.
- footer