

Creative Brief

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Project Title: Women's artistic Gymnastics at the Beijing 2008 Olympics

1. Project Overview

The goal of my website is to give the viewer a clear understanding of Women's Artistic Gymnastics competition, specifically in the context of the 2008 Beijing Olympic games, and to capture the striking visual beauty and grace of gymnastics.

2. Resources

Copy can be found at https://en.wikipedia.org/wiki/Gymnastics_at_the_2008_Summer_Olympics as well as some limited photography. I have a number of gymnastics blogs that I could provide, if requested, to give you a better understanding of the sport if you are not familiar. Fairly comprehensive bios for athletes can be found on Wikipedia, or on countries' Olympic team websites. As far as images are concerned, some fairly high-quality images of gymnastic competitions can be found on the internet and several videos of competition can be easily found on YouTube.

3. Audience

This website aims to be strictly informational; however, I want it to be accessible for all people regardless of their understanding of the sport. Gymnastics isn't a terribly popular sport, and a lot of people do not have a clear understanding of how competitions work or how the apparatuses are scored, so I would like the website to be clear and visually engaging so that people of any understanding of the sport can understand it and will find it interesting.

4. Message

I want the message of the page to be one of the beauty and grace of gymnastics, as well as the excellence of the competition in Beijing. It really was a competition with some of the best performances and gymnasts of all time, and I want to focus on that. Also, there was some controversy of the ages of some gymnasts at the games, but I do not want to dwell on that.

5. Tone

The tone for the page should be one that captures the importance and grandeur of an Olympic competition. It should be generally positive, and should highlight the excitement and drama of the games.

8. Visual Style

I am thinking that the visual style of the website should be clean and driven by images of gymnasts in action. I think that it should capture the grace, elegance, and dynamic motion of gymnastics. I also think that it should draw on the visual style and branding of the Beijing games. I would suggest you take a look at the different visual assets from Beijing 2008- including the logo, illustrations, medal designs, and product designs to draw inspiration.