Creative Brief

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Project Title: Stephen Curry Website

1. Project overview
The goal of my website is to be not only informational, but interesting in a personal way. I want to cover not only Steph's basketball career, but his success outside of basketball (family oriented(dad played in the NBA, and brother currently playing also), super cute family, donations, non-profit basketball camps, world tour, endorsements with sports/clothing brands)

2. Resources
Full Stat is available athttp://www.espn.com/nba/player/_/id/3975/stephen-curry, or http://www.nba.com/players/stephen/curry/201939
Social Media: https://www.instagram.com/stephencurry30/?hl=en, https://www.facebook.com/StephenCurryOfficial/, https://twitter.com/StephenCurry30?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor
Charity work: http://www.nothingbutnets.net/act/champions/steph-curry.html?referrer=https://www.google.com/, http://www.nothingbutnets.net/media/press-releases/warriors-guard-stephen-curry-continues-three-for-three-challenge-benefiting-nothing-but-nets.html
high quality images: http://www.gettyimages.com/photos/stephen-curry-basketball-player?excludenudity=true&sort=mostpopular&mediatype=photography&phrase=stephen%20curry%20basketball%20player, growing up photos: http://www.si.com/nba/photos/2015/12/17/stephen-curry-through-years , and some good ones on google image also.

4. Audience
This is not just a strictly informational site, I want it to serve almost as a fan page where people can get information but also learn more about the things that he is not well-known for. It should be resourceful (link to all the major website that have even more indepth details). And the audience segemnt can be anyone who loves basektball, the Golden State Warriors, or just simply what to learn more about the 2-times MVP and most-loved player in the NBA.

5. Message
I'd like to show all of Steph's achievement and contributions for everyone to learn and celebrate him.

6. Tone
I'd like the tone of the website to be fun and light-hearted.

8. Visual Style
1. a lot of close-up photos with warmer filter to showcase his personality and despite being the best basketball player in 2016, but also has a great father/husband image and kind heart.
2. Color Scheme in light yellow and blue (warriors color) but the warmer kind. and have like a bunch of small photos(collage kind of)

Here are a couple of jpgs of the heart-warming style id like to convey.