Creative Brief
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Project Title: The Sport of Ultimate Frisbee

1.Project overview:

The goals of my website is to educate any user about the sport of Ultimate Frisbee. It is not a popular sport and many don't even see it as a sport. I want this site to be able to provide the basics of how to play ultimate for anyone who wants to try it.

2. Resources:
Wiki: https://en.wikipedia.org/wiki/Ultimate_(sport)
Rule Books: http://www.usaultimate.org/mobile/rules_.aspx
http://www.wfdf.org/sports/rules-of-play

3. Audience:

This is for people who are interested and want to know more about the sport of Frisbee. It is for all demographics.

4. Message:
- Want to focus on the sport and its rules
- Show how it is a sport and is super competitive
- Also that it is fun to play and the community is great

5. Tone:
- Informational
- Want to show the great parts about ultimate to incite people to play
- But not so overtly; subtle

6. Visual Style:
- It should be a clean website.
- Color scheme: Navy blue, red and white (lol America)
  - Over some color scheme that is playful; limit to 2-3 colors (including black or dark color)