

Creative Brief

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Derek Carr Website

1. Project overview

The goal of my website is for it to convey information about professional football player Derek Carr (his awards, statistics, what teams he has played for, etc.) in a visual language that relates to his team, the Oakland Raiders.

2. Resources

Article is available here https://en.wikipedia.org/wiki/Derek_Carr. The photos on wikipedia of Carr are truly terrible, so look to Google Images or other places for high quality images of him.

3. Audience

This site will be for a sports crowd, so there is no need to dumb down any information on the site for a non-sports audience. Of course our professors are going to see these sites, and they will potentially be in our portfolios.

4. Message

There is not as much of a strong, emotional message for this site as others. Carr has not been a polarizing public figure or involved in societal issues, he is just a great football player. He is a devout Christian, but I don't think this is something needed to be highlighted on the page. Think of the site as one that someone would visit to find out more information about a specific player, not one that conveys a deep or political message.

5. Tone

The tone I'm going for is "sporty," perhaps more specifically "sleek" or "strong." The team Carr plays for, the Oakland Raiders, has always a reputation for being dirty, the bad boys of the NFL. Carr, however, is very slick, clean, and a very nice individual, he is ushering in the modern age for the Oakland Raiders.

6. Visual Style

Because Carr is the beginning of a new era for the Raiders, I feel as though the site should be sleek and modern, but still influenced by the grunge and darkness of Raiders past. The color scheme of the Raiders has always been silver and black, so the website should most definitely use these colors almost exclusively.

7. References

Short YouTube video on Derek Carr: <https://www.youtube.com/watch?v=y5HVv5TUUDY>

The official Oakland Raiders website (does a good job of conveying themes I want):
<http://www.raiders.com/> -perfect representation of the Raiders visual style, distressed/strong/rough around the edges

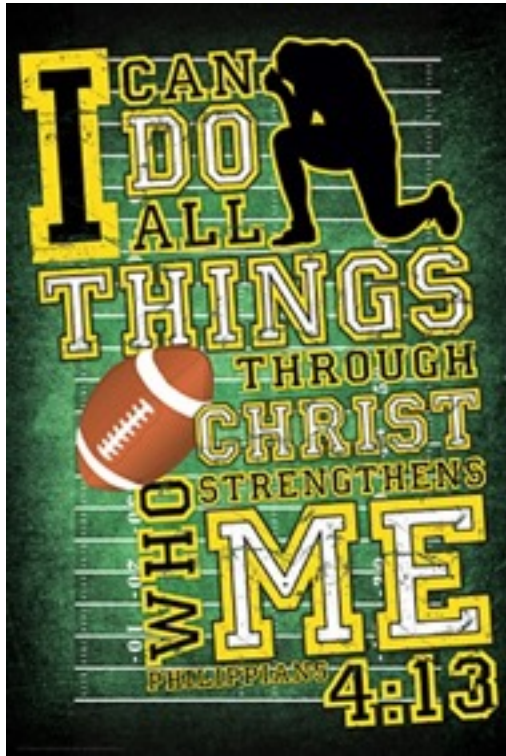
Some other reference websites that I feel convey a sporty-modern feel successfully:
<https://www.profootballfocus.com/> -I like how clean this page is
<http://derekcarrqb.com/> -this does a decent job

The Raiders instagram account works as a pretty great mood-board:
<https://www.instagram.com/raiders/?hl=en>

Some visual references that give off the vibe I want:



This is an example of what I **do not** want:



-“over the top sporty,” typical bright colors people associate with sports teams

-not the visual style of the Raiders