Creative Brief

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Project Title: Wimbledon Championships Website

I envision this site to have a combination of photographs and illustrations. It could make sense as either a long page with a progress bar on the left, or split up into multiple pages.

1. Project overview

The main goal of the website is to be informational. However, I would also like it to tie in the rich history of the tournament as well as its undeniable influence on tennis.

2. Resources

https://en.wikipedia.org/wiki/Wimbledon_Championships has the majority of the information. The official tournament website, https://www.wimbledon.com/index.html, can also help with design decisions and motifs.

3. Audience
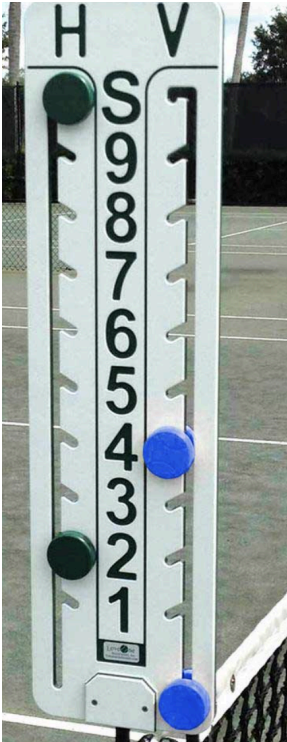
The audience should be for the general public.

4. Message

I would like the focus of the website to be the bidirectional influence of Wimbledon on tennis and its rich history and traditions. Wimbledon is the oldest tournament in the world and one of the four grand slams, making it one of the most prestigious and watched.

5. Tone

The tone should be relatively serious and informational.

6. Visual Style

It could be interesting to have the background be a tennis court or hint at being a tennis court. If this is a long page instead of a nav-bar, a scoreboard or a set counter (see image on the left) could be a cool idea as a progress tracker. If possible, the website should be mostly vector illustrations and photos and use greens and purples, which are the official tournament colors.

For the table of past champions, it could be visually interesting to have a tennis racket in which hovering over/clicking each square reveals a different champion.