

Creative Brief

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Project Title: The Masters Microsite

Project Overview

The goal of my microsite is to present the information around The Masters golf tournament so that people who are relatively unfamiliar with the sport can get an insight as to why this tournament is so prestigious.

Resources

Wikipedia Page: https://en.wikipedia.org/wiki/Masters_Tournament

I plan to use this wikipedia page for the information and google images for various images.

Audience

This site will be mainly information. The site will be catered towards those who are and aren't familiar with golf, as viewers could be looking for rules about the tournament, or perhaps they could be interested in knowing who won the 1996 Masters tournament. While children likely won't be viewing this site, the site should be able to deliver to all adults looking to learn more about golf and The Masters.

Message

I want the focus of this site to be around the tradition and prestige of The Masters. I hope that viewers can leave my site realizing why golfers dream of one day putting on the green jacket.

Tone

I don't want the tone to be too over-the-top. The main purpose of this site is to provide information to the audience. However, I still want the tone to be energetic and formal, as to promote the style of the tournament itself.

Visual Style

There will be a clear focus on the colors green and yellow, which The Masters is known for. I want the visual style to match the course style, so very clean with lots of photos of the course itself. It should feel almost like a course handbook.

