

# **Creative Brief**

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## **Project Title: The Masters Tournament**

### **1. Project Overview**

The goal of my website is to provide info about the Masters to both golf fans and non fans alike. The aesthetic is so unique to the tournament, so I want that displayed throughout the website.

### **2. Resources**

The Masters wikipedia page has a lot of good info about the tournament, [https://en.wikipedia.org/wiki/Masters\\_Tournament](https://en.wikipedia.org/wiki/Masters_Tournament), as does the Masters website itself, <https://www.masters.com/index.html>.

### **3. Audience**

The purpose of creating this website is strictly informational. I would assume that it would mostly be viewed by fans of the sport, so it is important to appeal to them by including proper golf terms.

### **4. Message**

I'd like to convey the deep history of the tournament. Additionally, the tradition rooted so deep helps make this one of the most unique events in all of sports, so I'd like to convey how special this tournament is and what makes it stand out.

### **5. Tone**

Historic is a perfect way to describe the tone. Additionally, golf is considered a very "classy" sport, so I'd like that to be conveyed through the tone without giving a stuck up vibe, if that makes any sense. Classy and put together without looking too stark.

### **6. Visual Style**

Green, yellow and white are the historic colors of the tournament. There are also many historic and beautiful images on the internet that perfectly convey the vibes of the event that I believe would look nice on the microsite below. I listed some imagery below.



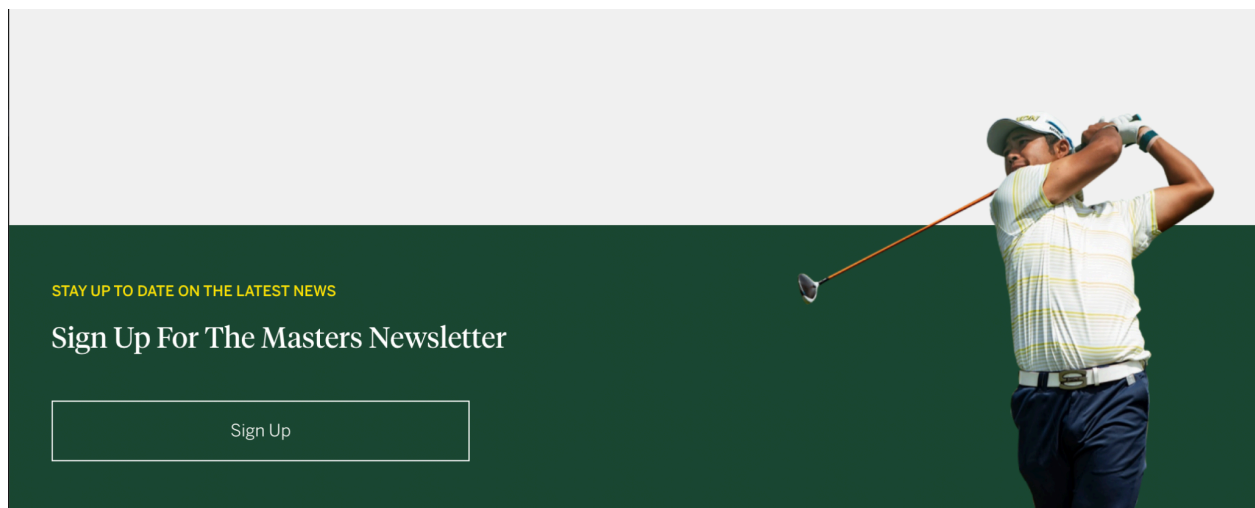
The Logo



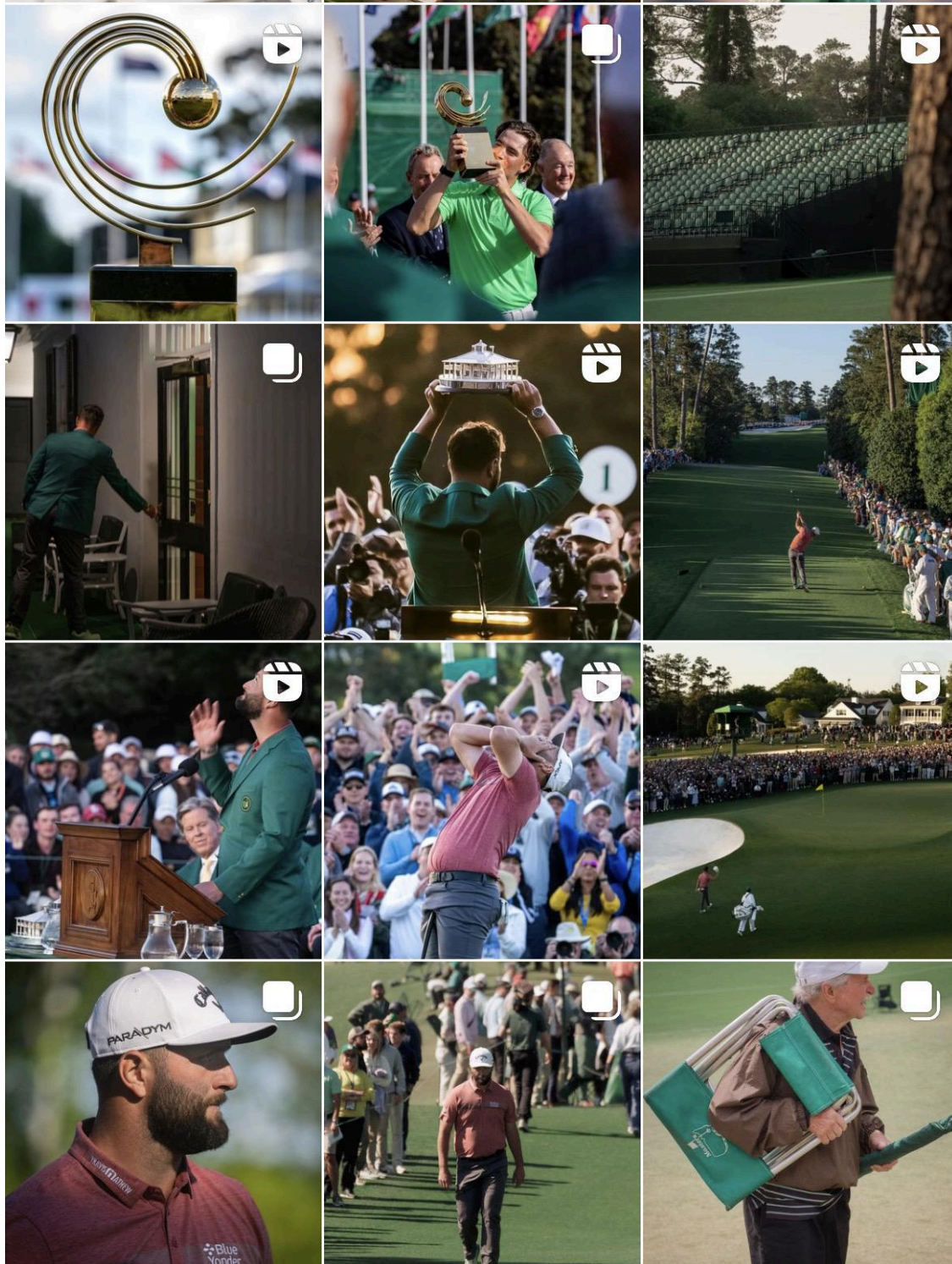
Caddie outfits, a tradition



Green jackets, another tradition



From the Masters website, I like this design. Sleek with an emphasis on the sport.



A screengrab from the Masters instagram. You can see how rich in tradition the event is through this which I love.