CREATIVE BRIEF

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Project Title: Albertson's Stadium Site

1. Project Overview:
The goal of this website is mainly to be informational and help people locate the stadium.

2. Resources:
Copy is available at https://en.wikipedia.org/wiki/Albertsons_Stadium, as well as some photography. There are a lot of other photographs available on Google Images as well.

3. Audience:
This is a strictly informational site, and won't be promoted commercially in any way. This could be a part of my portfolio though, so it's likely that my instructors will see and review it. The main demographic will most likely be sports fans and in particular college football and BSU fans.

4. Message:
The main message of the website is about the local importance and national uniqueness of the stadium. Although it's from s smaller team in a smaller city, it is well known in the sporting world.

5. Tone:
The tone should be more or less in the middle of formal and informal. Very much an educational tone, with some apsects of emotion when discussing unique and historic aspects of the stadium and BSU football.

6. visual Style:
Should support the established visual style of the team, but can either go with a style that is consistent with current style or pick that of an older team's style. Below are some examples of each. Either way, blue should be a big part, as that's the distinguishing physical feature.

Current Visual Language

Retro Examples