

Creative Brief

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Project Title: Colin Kaepernick Website

1. **Project Overview:** The goal of my website is to be generally informational and to present Colin Kaepernick's life and career. I want to focus on his struggles with the NFL organization/ his social justice work that became his focus after he was essentially dropped from the league.
2. **Resources:** Copy available at https://en.wikipedia.org/wiki/Colin_Kaepernick, as well as some photography. There are also other photographs and news articles available on Google Images/News.
3. **Audience:** This is a strictly informational site that won't be promoted commercially. Ideally my audience will be interested in sports and social activism. However, the website will most likely be a part of my portfolio, so instructors and prospective employers will see it. I am not catering to a specific demographic, but my audience won't include children or people of higher than retirement age.
4. **Message:** I'd like to focus on Kaepernick's story after he received backlash for kneeling for the national anthem, more specifically how he and the NFL responded to that. I'd also like to show what he has been doing for social justice in the past couple years.
5. **Tone:** I think the tone should be informational but moving. This topic has remained relevant for so many years and I want to highlight the injustices Kaepernick faced due to his relationship with the NFL.
6. **Visual Style:** I think one option could be black and white paired with highlighting color like red or blue (NFL colors). Another option is to go for a more sports website feel with sharp edges. I am leaning towards the first one because it seems more conducive to the content I want to highlight:
Example jpgs:

