

Content Brief

Min Seop Kim
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Project Title: Boston Celtics

1. Project Overview

Informational website, very easy to navigate and get gist history of Celtics, from Bill Russell to Paul Pierce. Also include couple rivalries that corresponds with the legend era.

2. Resources

Lots of information at https://en.wikipedia.org/wiki/Boston_Celtics. Images also in wiki page and google image.

3. Audience

Aiming for celtics fans and basketball lovers, so its age range will be very wide, youth to seniors. Again goal is to make simple informative website to show franchise history in 10-20 min navigation time so that everyone can enjoy.

4. Message

Spread Celtics history.

5. Tone

I want it to be gradient, heavy to light: brief history -> era -> rivalries -> uniforms -> current roster.

6. Visual Style

First simple main page to show Celtics logo , in the middle, will have menu bars on left, or right. Menu bars will have overview and the topics. Overview will include all the topics in one page.