

# Creative Brief

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## Project Title: NBA MVP website

### 1. Project overview

- a. The goal of my website is to be informative and non-biased. I want to present each NBA MVP award with their due respect, and shed light on the significance of this award.

### 2. Resources

- a. My info will come from here: [NBA Most Valuable Player - Wikipedia](#)
- b. Images from here: [NBA Gallery | StatMuse](#)

### 3. Audience

- a. This is for people who are new to NBA basketball or are already fans but may not know much about the history. Applicable to all ages, but probably geared more towards younger to middle age demographics.

### 4. Message

- a. I want the message to be plain and simple. This is what the award is, this is why it's important, here's who's won it, and here's why they're incredible

### 5. Tone

- a. I want the tone to be different from most modern media currently covering the sport, which is very negative and subjective / opinionated. I want to have a tone of appreciation and respect. I want to be very objective in presenting facts and talking about history.

### 6. Visual Style

- a. I want it to be playful and cartoonish. Dark background but bright colors all around, especially those reflecting team colors. Rounded borders, glowing

elements, growing hover states and bouncing animations. Playful but sharp text.