

Creative Brief

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Project Title: Liverpool Football Club Website

1. Project Overview

The goal of this website is to provide a foundational and informational introduction to the football club by encapsulating the club's history, players, and honors. The site will serve as an engaging portal for either existing fans or possible newcomers.

2. Resources

https://en.wikipedia.org/wiki/Liverpool_F.C.

Photos will be used from Google Images will also be used.

3. Audience

- **Liverpool fans:** This site could serve as a detailed guide even for existing fans who are looking for accurate statistics and background information.
- **Potential supporters:** This site could offer a general introduction of the club to potential football fans who are looking for a team to support.
- **Other club fans:** This site could serve as an informational guide to fans of other clubs that could potentially compete with Liverpool. These fans might want to learn more about their opponents before the match.
- **General public:** This site could also help introduce Liverpool F.C to those who are not enthusiastic football fans but have read some news and got interested.

4. Message

"You will never walk alone." Liverpool is more than just a club. The site will not only outline the club's sporting achievement, but also emphasize its influence on the spirit level about unity and resilience.

5. Tone

I will use a historic, moving, and inspirational tone to both introduce the historic facts about the club and emphasize the club's spirit by conveying how the club overcame its struggles and difficulties.

6. Visual Style

Since I will be primarily focusing on the history and major events/struggles of the club to convey the resilience and unity spirit of the club, I will be using a vintage and nostalgic visual style. I will be using a mostly black and white color theme and a newspaper style texture.

Below is an inspiration idea for my main theme. It uses a black and white color theme for the historic significance. But at the same time, it also uses a relatively modern layout and typography to reach the general public audiences.

