

Creative Brief

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Project Title: West Ham United F.C.

- **Project Overview:**

- The goal of this website is to streamline the breadth of information from the wikipedia page into a well designed, demonstrative, and accessible display of information about the club. I also hope to get the audience to love the club as much as I do by holistically demonstrating the beauty of the club.

- **Resources:**

- I will primarily use the wikipedia article: https://en.wikipedia.org/wiki/West_Ham_United_F.C. I will also probably reference the club website at <https://www.whufc.com/> and photographs from the club photographers.

- **Audience:**

- The website could serve just about any audience, but will probably be most enjoyable for fans of the club and general football fans who can appreciate the information. I will also design this website so that it is enjoyable for other designers and professionals.

- **Message:**

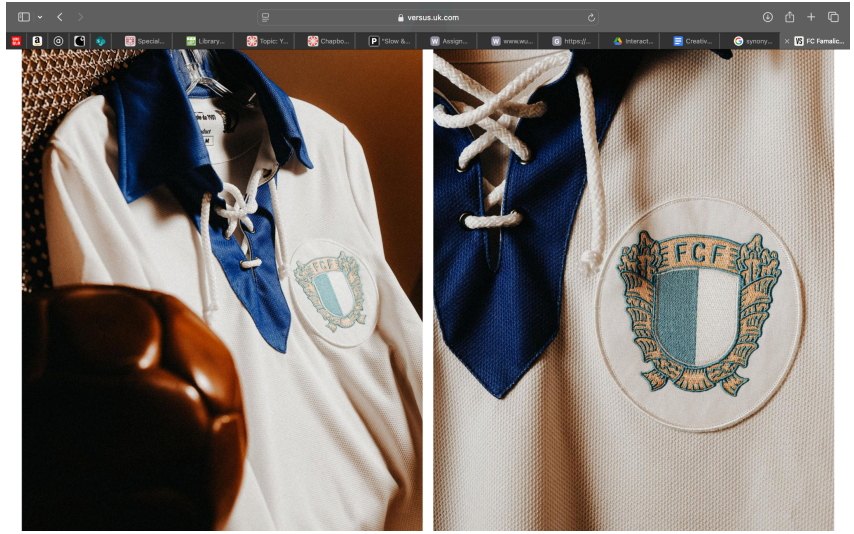
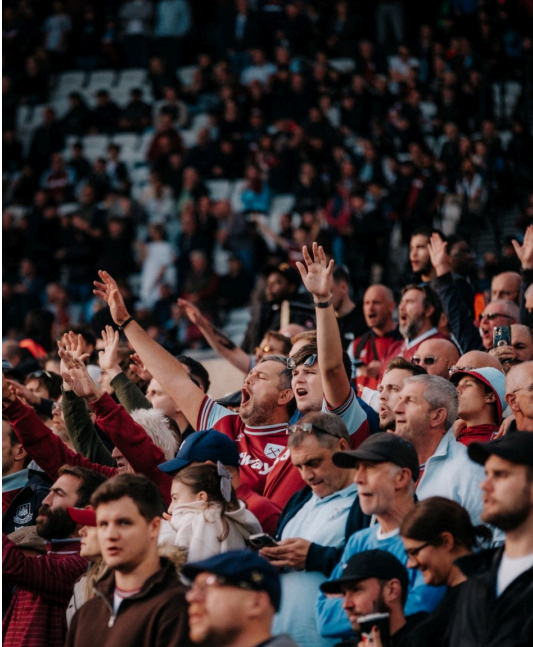
- West Ham is a massive, beautiful club with passionate fans and deep history!

- **Tone:**

- The tone will match the message. I aim to create this feeling of success and deep history alongside an overarching sense of beauty.

- **Visual Style:**

- Despite the fact that I will go back in history, I will lean into the aesthetic of the modern game of football, which can be exemplified through the beauty of retro kits. Modern, minimal, sharp, elegant, but with a twist of the past.



NEWS

Kappa and Genoa Unveil Black and Gold Third Kit For 2024/25

The dark side of Genoa.

Words by Simi Iluyemede • Oct 29, 2024

A photograph of a woman with short blonde hair standing on a staircase. She is wearing a black football kit with gold accents, including a gold crest on the chest. The background is a modern, industrial-style interior with concrete walls and a staircase.