

Creative Director: Jaxon Tregembo

Designer: Georgia Elis

Meeting: [Initial Meeting.mp4](#)

Meeting Notes

Websites to reference

- <https://www.versus.uk.com/>
- <https://www.copa90.com/>
- <https://www.soccerbible.com/>

General Tone Goals

- Wanting to keep it simple, clean, and elegant
- Should be accessible for those who don't know much about the sport or the team

Design Goals / Specifications

- One longer homepage that has the simplest information
- Interior pages that contain more specific information for those who are interested in knowing the details or taking a deeper dive into the team

Navigation

- We did not talk about this in the meeting but I am down for you to design something simple or something a little bit unique. Here is something I have done in the past:

The Lost Files. *the lost files*® The Lost Files. **THE LOST FILES** The Lost Files.

VERSUS is the platform championing the future of football and its rising influence on new music and culture.

The game's new wave of young athletes are changing football as we know it. Ballers like Jadon Sancho and Callum Hudson-Odoi are pushing tck to new levels, gamechangers like Marcus Rashford and Rian Brewster are crossing cultures to become points of reference in grime and UK rap, while the likes of Raheem Sterling and Hector Bellerin are speaking up for social issues and empowering communities.

Off the pitch, football now runs the streets. Collaborations between the likes of PSG x Jordan and Juventus x Palace have produced some of the hottest streetwear drops of any given year, while the likes of Dave, AJ Tracey, Headie One – and even Drake – are making football a big part of their identity.

With a premium presence across site and social, VERSUS will provide access to the personalities driving this cultural convergence and explore the inspirations fueling it.

Now let's get nostalgic and unlock the beautiful game. "The Lost Files" now loading...

- UEFA Champions League.
- The UEFA Cup.
- 2004 Euro Championship.
- 2006 World Cup.
- 2010 World Cup.

Take a Moment
and Appreciate the
Beautiful Game.

- This is the first page that pops up when the website opens. The user can scroll down into the rest of the website, or use the navigation box with the colored circles. They take the user down into that certain topic. The different logos in the navigation bar can all be clicked and always take the user back to the top of the page.

Information Breakdown

- Reference content outline and https://en.wikipedia.org/wiki/West_Ham_United_F.C.
- I am imagining the homepage will function chronologically sort of like a timeline
 - If you think it makes more sense you could start in 24/25 season and as user scrolls down they reach the beginning of the club
- Here are the main three topics I expect to guide the hierarchy (as mentioned in content outline):
 - *I will put what I think will prob make most sense to put on home page (hp) and interior pages (ip)
 - Origins of the club and the birth of West Ham
 - Include the most simple info like when they became a club, their stadium, etc (hp)
 - See what photos you can find of this early period (hp)
 - Crest, Hooliganism, Rivalries, The Boleyn Ground (ip)
 - The Glory Years
 - Plenty of good info on wiki (ip)
 - Find pictures of important players they mention (hp)
 - If you need think there should be more info text me
 - Modern Day West Ham
 - London stadium (hp)
 - Manager History, Striker Curse, Important Players (like payet) (ip)
 - European Success (hp)
 - Current season (some hp, some ip)

Photos

- You can pull from the wiki, google images, and west ham IG page (they have lots of good stuff)