

Creative Brief

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Project Title: Lance Armstrong

1. Project overview

The goal of my website is largely informational. The information this website will aim to tell the story of Lance Armstrong's cycling career and the aftermath of as a result of his involvement in the controversial Tour de France doping scandal.

2. Resources

This article is available at https://en.wikipedia.org/wiki/Lance_Armstrong, as well as some photography. Other photographs are available on Google Images.

4. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children. Due to the fact that Lance Armstrong's career dates back to the 1990s, there are potentially people of older ages that would be interested in reading about him. If this piece were to be available publicly, people who are interested in the sport of cycling and the Tour de France are likely to be the bulk of the audience.

5. Message

I'd like to focus on Lance Armstrong's involvement in the Tour de France doping scandal, and how this caused a shift in the way athletes are tested for performance-enhancing drugs today (as well as the paranoia that has arisen because of this).

6. Tone

The tone here I think should be historic and serious. Potentially impactful because of how significant Lance's involvement in the doping scandal as well as his overall performance in cycling was.

8. Visual Style

I'd like to try and emulate the retro sports magazine look that Lance Armstrong was featured on many times throughout his career. These posters generally had lots of vibrant colors in

order to catch the attention of potential readers. Sometimes the colors were so vibrant that it's a little hard to look at for a long period of time. The color yellow is also significant in the sport of cycling as the winner of each stage in the Tour de France gets to wear a yellow jersey. See below for references.

