

Meeting done over Zoom

Notes for Jason Zhao

Topic: Lance Armstrong

**Creative Director:** Brian Lee

**Designer/Developer:** Jason Zhao

Goal: present information about the Tour de France doping scandal, Lance Armstrong's involvement in said scandal, and its impact on the sports industry following up

- Yellow color motif, somber vibes, sleek and interactive
- Intro- brief intro into Lance Armstrong involvement in Tour de France doping scandal
- Following sections should incorporate history about Lance Armstrong's career, the events leading up to the exposé of the doping scandal, and page should conclude with the overall cracking down on the drug testing process (keep sections relatively digestible and easy to read through)
- Navigational bar - constantly scrolling with user, allow user to jump to different sections of page whenever they want; colors should complement page colors
- Try to emulate the style of vintage sports magazine pages. Refer to front covers of magazines featuring famous cyclists on them: relatively vibrant colors