

Creative Brief

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Project Title: Roller Derby Website

1. Project overview

The goal of this website is to create a multi-page info site that serves as a comprehensive guide to roller derby. The website will offer an introductory page, followed by distinct sections covering the sport's overview, history, basics of play (including logistics, equipment, officials, and the score system), and the sport's contemporary representation and revival. A dedicated page for listing sources, including the Wikipedia page, and other credits for photography and content, will be included.

2. Resources

All the information can be found here: https://en.wikipedia.org/wiki/Roller_derby. Images are widely available on google images.

Some more specific examples of contemporary time can be for example this:

<https://www.nytimes.com/2018/03/06/sports/roller-derby-team-indigenous-women-empowerment.html>

4. Audience

This is a strictly informational site and won't be promoted commercially in any way. The audience may vary in age, gender, and background, but they share a common interest in alternative sports and subcultures.

5. Message

The primary message is to offer an in-depth exploration of roller derby, emphasizing its dynamic nature and the sense of community and empowerment it fosters through history and overview. It will convey the excitement of roller derby matches, while also showcasing personal growth, teamwork, and inclusivity within the roller derby community.

6. Tone

The tone should be informative, energetic, and inclusive. It should reflect the vibrant roller derby culture, while also conveying the sport's empowering and determined spirit. The tone should be welcoming and passionate, celebrating the sport's dynamism.

8. Visual Style

The website's visual style should embody the spirit of roller derby with vibrant colors that capture the excitement of matches. Incorporating graffiti art, retro typography, and edgy design elements will evoke

the sport's rebellious and counter-culture nature. The design will be modern yet pay homage to its punk and alternative roots.

The site's structure will integrate roller skate motifs, weathered textures, and bold typography reminiscent of punk rock posters to create a visually striking representation of roller derby. It will maintain a clear and organized layout for easy navigation between sections, ensuring each page is visually engaging.





