

Creative Brief
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Project Title: Michael Jordan Microsite

1. Project Overview

Create a multi-page microsite that highlights Michael Jordan's life, career, and legacy in a visually dynamic and engaging way.

2. Resources

- https://en.wikipedia.org/wiki/Michael_Jordan
- Google Images, NBA archives, Nike campaigns
- Fonts from Google Fonts (e.g., Bebas Neue, Open Sans)

3. Audience

General audience, including sports fans, instructors, and potential employers. Ages 15–50+.

4. Message

Jordan is more than a basketball legend—he's a cultural icon and business powerhouse.

5. Tone

Bold, inspirational, modern, and powerful. Reflect ambition and excellence.

6. Visual Style

- Color palette: Black, white, red, with gold accents
- Fonts: Strong sans-serifs
- Big visuals, clean layout, stat callouts, quotes
- Visual inspiration: Nike, The Last Dance doc, ESPN

MICHAEL JORDAN

BORN

February 17, 1963

LISTED HEIGHT

6 ft 6 in (1.98 m)

LISTED WEIGHT

216 lb (98 kg)

PLAYING CAREER

1984–1993, 1995–1998, 2001–2003

POSITION

Shooting guard

