

Creative Director: Anthony Huang

Designer: Yuchen (Eric) Wei

Meeting Recording: <https://wustl.box.com/s/mbixq1bzm29whsyykx7guarz94zvk9j9>

Topic: This microsite explores the extraordinary life and legacy of Michael Jordan — not just as the greatest basketball player of all time, but as a global cultural icon. Spanning from his early rise in North Carolina and dominance with the Chicago Bulls, to his revolutionary influence on sneaker culture through the Air Jordan brand and his ongoing impact as a businessman, owner, and philanthropist, the site will present Jordan’s story as one of unmatched ambition, transformation, and excellence.

Possible Treatments:

- Color palette: Black, white, Burgundy red (#800020), and Chicago red (#CE1141)
- Mobile version will feature a **top menu bar** using bold, minimal navigation with contrast highlights in Chicago red.
- Desktop/computer version will use a **left-side vertical menu bar** with hover transitions and active section highlights in Burgundy red.
- The section “**Legacy & Cultural Impact**” will be **incorporated into either:**
 - *Air Jordan & Business Ventures* (focusing on his global brand influence), **or**
 - *Philanthropy & Life After Basketball* (highlighting social impact, role model status, and post-career contributions).
- Visual emphasis on high-quality imagery, clean typography, and motion transitions between sections.