

Creative Brief

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4/14/2020

Project Title: Tommy Caldwell Website

1. Project overview

This website aims to present an overview of Tommy Caldwell and offer information on his life and achievements, as well as on the climbing community.

2. Resources

https://en.wikipedia.org/wiki/Tommy_Caldwell

<http://www.tommycaldwell.com/>

<https://www.patagonia.com/ambassadors/climbing/tommy-caldwell.html>

4. Audience

The audience will be primarily people interested in the climbing field. It will also cater to those interested in the outdoors/environment and travel.

5. Message

I want this website to communicate Tommy Caldwell's passion for climbing and for fulfilling a dream no matter how long it takes. It should serve as inspiration to those who are trying to find something they want to pursue as a career.

6. Tone

Informal but also urging people to stay active and engage with nature.

8. Visual Style

Modern overall style, no serif fonts. Good images because there are a lot of mountain scenes. Pops of color that match tones in the photos so maybe blues and shades of dark green.

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<https://www.nationalgeographic.com/expeditions>



2018
Interaction Design

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Our Mission

Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to environmental crisis.



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