

Creative Brief

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Project Title: El Clasico Website

1. Project overview

The goal of this website is to inform readers about the history and significance of the match.

2. Resources

Resources can be found on the wikipedia page:

https://en.wikipedia.org/wiki/El_Cl%C3%A1sico. Some pictures are available here, but a google search provides better images.

3. Audience

This website is strictly informational, and will not be promoted commercially. It will also not be affiliated with either team, and will not favor one team over the other. The demographics are not too strict as soccer is a fairly universal sport that appeals to people of all ages, ethnicity, and gender.

4. Message

I would like to focus on how El Clasico embodies the Catalanian vs Spanish nationalism rivalry.

5. Tone

The tone should emphasize the hatred and stark differences between the two teams. This rivalry is strongly politicized, so the website should reflect the animosity between supporters of these clubs

6. Visual Style

I think most of the site should reflect a sports poster advertising a big sporting event. Both teams have iconic colors that should be reflected on the website. Pages could be sectioned by the clubs with background colors and font colors that match the club's colors.





MARCA DIARIO GRATIS DE LOS DEPORTES HOY NÚMERO ESPECIAL DE LOS MADRIDOS CON EL SUPLEMENTO GRATIS EXTRAORDINARIO

11-1 UN EXTRAORDINARIO PARTIDO DEL MADRID

EL MADRID DE BARCELONA, en un encuentro de incomprensible normalidad, se derrumbó ante la codicia, la rapidez y el magnífico juego desplegado por los vencedores

LA FIGURA DEL PARTIDO

MARTIN consiguió el gol azulgrana

MARCO TRIN LA DELANTERA BLANCA

La línea media, SAUTO, IPIÑA y MOLEIRO, forjadora del triunfo

En el primer tiempo, que terminó con 0 a 0, recibieron los madridicos la contienda

MADRID Y BILBAO, FINALISTAS

