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Creative Brief

Rock Climbing
https://en.wikipedia.org/wiki/Rock_climbing

PROJECT OVERVIEW
The goal of my website is to provide the user a basic introduction to the world of rock climbing.
Covering the history and prominent men and women in the industry along with the techniques
and popular climbing locations will offer a holistic view of the sport.

RESOURCES
You can find a bunch of information on the Wikipedia site and Google/Google Images.

AUDIENCE
The site is informational. It's made primarily for people who want to learn the basics of the
sport. There is no specific target audience.

MESSAGE
I want the message of the site to show the long history of the sport. Additionally, I want them
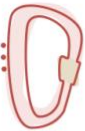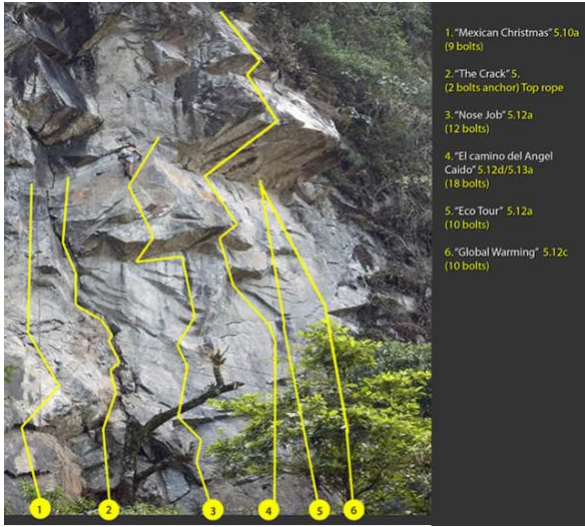to leave the site itching to climb something.

TONE
The tone should be pretty informal. Everyone who's a part of the industry is pretty easygoing
and friendly, and that's the tone that I think would be best.

VISUAL STYLE
As expected, earthy/rocky tones should be present. I think a chunky title/heading font could
look good. The website should feel clean and organized but also have hints of the outdoors.

Below is a map of climbing routes. I think the use of random lines could be cool. Lastly, there
are a few sketches of climbing gear seen below. I like the style of that which could hopefully be
added into a relevant section or the rest of the site.

1. "Mexican Christmas" 5.10a
(9 bolts)

2. "The Crack" 5.
(2 bolts anchor) Top rope

3. "Nose Job" 5.12a
(12 bolts)

4. "El camino del Angel
Caido" 5.12d/5.13a
(18 bolts)

5. "Eco Tour" 5.12a
(10 bolts)

6. "Global Warming" 5.12c
(10 bolts)

Carabiner

Helmet

Ropes

Shoes

Harness

Chalk