

Creative Brief

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1. Project overview

- a. The goal of my website is to be educational but fun! There is a distinct look to USA Gymnastics as a whole, but I want there to be more focus on the gymnasts themselves. In all, combining the USA gymnastics aesthetic with the grandeur of the Olympics and showing the spirit of the games.

2. Resources:

- a. https://en.wikipedia.org/wiki/List_of_gymnasts_at_the_2020_Summer_Olympics
- b. <https://www.teamusa.com/news/2021/june/27/tokyo-bound-meet-the-us-womens-gymnastics-team>
- c. https://en.wikipedia.org/wiki/Gymnastics_at_the_2020_Summer_Olympics_%E2%80%93_Women%27s_artistic_team_all-around
- d. <https://usagym.org/>
- e. <https://olympics.com/en/>

3. Audience

- a. This is meant for a broad audience, but one who is not well acquainted with the sport or the team. Ideally everything is explained in a simple way with basic stats, info, etc.

4. Message

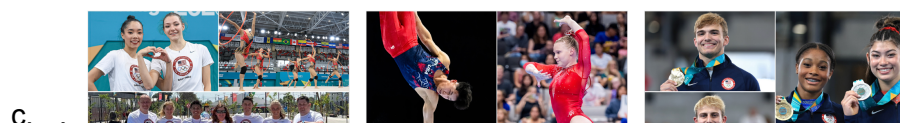
- a. Show how cool these gymnasts are, and how each contributed greatly to the team and individual events.

5. Tone

- a. Fun and playful, keeps the spirit of the Olympics but **shows gymnastics as a serious sport.**

6. Visual Style

- a. Sleek, clean, sans-serif fonts
- b. Reminiscent of the Olympics and USA Gym





ARTISTIC GYMNASTICS

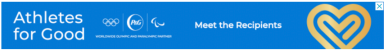
In association with

Olympic Debut

Athens 1896

Most Gold Medals

Larysa Latynina (URS)



HISTORY OF Artistic Gymnastics

What is Artistic Gymnastics?

Introduced in 1894, artistic gymnastics was **one of the original disciplines** in the modern Olympic Games. Artistic gymnasts are challenged to perfect their skills across a range of equipment, such as the beam and performing on the floor.

d.



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