

Creative Brief

Dillon Corsair

Arnold Schwarzenegger

1. Project Overview

My goal for this website is to cover the major accomplishments of Arnold Schwarzenegger, not provide a fully-detailed overview of his life. I want a balance of image and text information, with the homepage being image-heavy and the subpages being text-driven. I want to include the impact of his accomplishments and his legacy.

2. Resources

https://en.wikipedia.org/wiki/Arnold_Schwarzenegger and Google Images

3. Audience

This is an informational site, but I'd like to employ a creative design system to gain web design experience and build design skills that I could potentially showcase to future employers. The audience age should span from young adult to adult.

4. Message

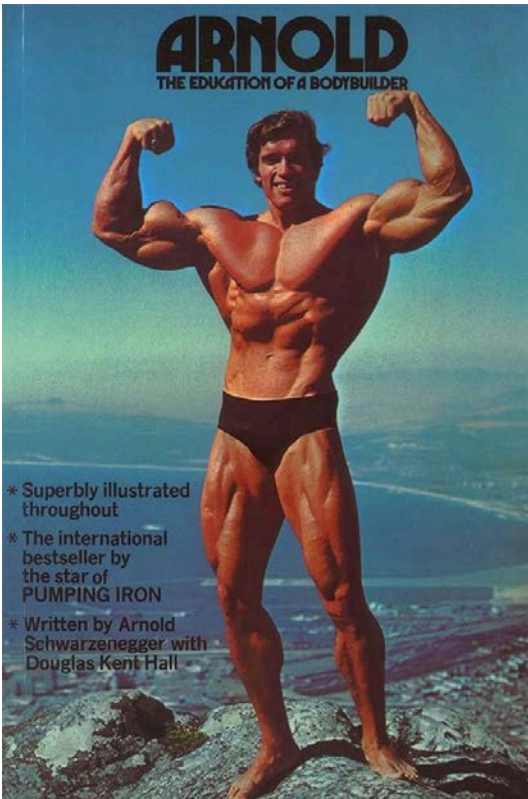
I'd like to focus on Arnold's accomplishments and their impact (legacy). He is an incredibly influential figure in body-building, in particular, even to this day. His work ethic and philosophy, which have carried him to success in so many arenas, is inspirational.

5. Tone

The tone will be of admiration for his ambitions, dedication, and success. I want the site to feel slightly historical, given his great influence.

6. Visual Style

I'd like the visual style to be very dramatic, with high contrast, just like a bodybuilding stage. His accomplishments span over varied arenas, and so I want to give each subpage a distinct visual character. However, I'd like the site to be cohesive. I imagine that I'll choose a consistent color system while varying select type treatments across pages. Given his prominence in the 70s and 80s, I'd like a retro design feel.



"The greatest feeling you can get in a gym, or the most satisfying feeling you can get in the gym is... The Pump"



ARNOLD SCHWARZENEGGER

PUMPING IRON

WHITE MOUNTAIN FILMS, PRESENTS
"PUMPING IRON" STARRING ARNOLD SCHWARZENEGGER LOU FERRIGNO FRANCO COLUMBU
PRODUCED BY GEORGE BUTLER, JEROME GARY, DIRECTED BY GEORGE BUTLER, EDITED BY ROBERT FIORE AND GEORGE BUTLER

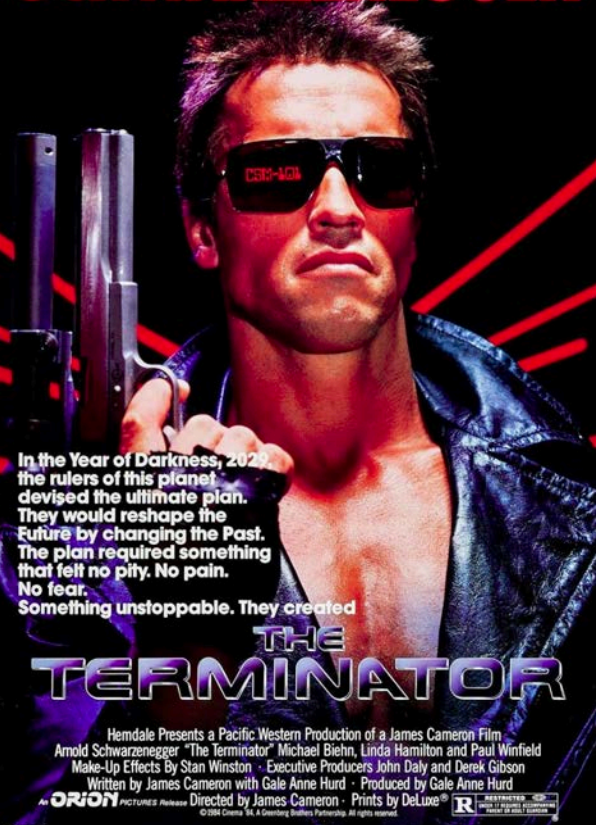
PUMPING IRON







SCHWARZENEGGER



In the Year of Darkness, 2029, the rulers of this planet devised the ultimate plan. They would reshape the Future by changing the Past. The plan required something that felt no pity. No pain. No fear. Something unstoppable. They created

THE TERMINATOR

Hemdale Presents a Pacific Western Production of a James Cameron Film
Arnold Schwarzenegger "The Terminator" Michael Biehn, Linda Hamilton and Paul Winfield
Make-Up Effects By Stan Winston - Executive Producers John Daly and Derek Gibson
Written by James Cameron with Gale Anne Hurd - Produced by Gale Anne Hurd
A **ORION** PICTURES Release Directed by James Cameron - Prints by DeLuxe **R**



