

Stephen Curry Website

Project Overview

The goal of this website is not to be **that** information, but more of a showcase/personal brand website for Curry. It should highlight his accomplishments and already legendary career without becoming too much of a replicated Wikipedia entry.

Resources

All of the copy and information is available on his [Wikipedia page](#). Some photos can be found on that page, but there are likely better photos on Google. Additionally, some photos may require some editing in Photoshop (or something similar) to achieve the desired effect.

Audience

This can be thought of as a showcase for Curry that focuses on his accomplishments and his brand. As a result, it should appeal to Curry/Warriors fans or fans of basketball in general. This likely targets those aged 18-25 but obviously extends past that for basketball fans.

Message

We should focus on Curry's game changing brand and his "underdog" status that ultimately was turned upside-down. From being characterized as undersized and not-athletic to becoming a 3-time NBA champion and back-to-back MVP, we should focus on his turn around and inspiring story.

Tone

The tone here should be "game-changing" and very intensely inspirational and positive. We should characterize him as a legend, one of the greatest, and someone who is still overcoming the odds.

Visual Style

This website should use large, dramatic images (with varying edits to reach that effect) and large text that focuses on inspirational adjectives and verbs. It should appear modern with a strong uppercase sans-serif and dark colors that let the text stand out.