Creative Brief

Grace Huang
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Project Title: Shohei Ohtani Website

1. **Project Overview**
   The goal of this project is to create an informational website about Shohei Ohtani that showcases his early life, career, and achievements through engaging visuals, media highlights, and an intuitive multi-page design.

2. **Resources**
   I intend to use information from [Wikipedia](#) and [MLB](#). I will also use Google Images to find other visuals/photos I might need.

3. **Audience**
   This is a strictly informational site for people who are either interested in learning more about Shohei Ohtani or are already fans of his. It's likely that my instructors and classmates will see this for course purposes, but outside of the classroom, this could be a site that interests anyone – particularly baseball fans (of any age). This site will not be promoted commercially in any way.

4. **Message**
   The message this site sends to viewers should be something between informative and inspiring, presenting Ohtani's journey to MLB and his impact on baseball.

5. **Tone**
   Since this site is meant to be more informational than anything else, I want to keep the tone neutral and focus on presenting accurate and reliable information.

6. **Visual Style**
   Since he's currently playing for the LA Dodgers, my main color palette I'm thinking will consist of the colors white (maybe beige) and blue. Here are a couple photos related to what I'm picturing:

Ōhtani

1994

Shohei Ohtani (大谷 翔平, Ōtani Shōhei) born July 5, 1994 is a Japanese professional baseball pitcher and designated hitter for the Los Angeles Dodgers of Major League Baseball (MLB). Nicknamed "Shotime", he has previously played in MLB for the Los Angeles Angels and the Hokkaido Nippon-Ham Fighters of Nippon Professional Baseball (NPB). Because of his elite contributions both as a hitter and as a pitcher, a rarity for two-way players, Ohtani's peak is widely considered among the greatest in baseball history.

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MVP ALL-STAR	ALL-STAR	WORLD BASEBALL CLASSIC MVP	ALL-WORLD BASEBALL CLASSIC TEAM	AL MVP	ALL-MLB FIRST TEAM	ALL-MLB SECOND TEAM

Dodger Stadium /CA

Opened / 1952
Capacity / 56,000

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