

Creative Brief

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Hong 10 Website

https://en.wikipedia.org/wiki/Hong_10

Project Overview

- My goal is for this site to act as a one-stop page to learn anything about Hong 10, to provide a wide range of information in an easily digestible way for breakers and non-breakers.

Resources

- https://en.wikipedia.org/wiki/Hong_10 The Wikipedia page has basic information about Hong 10, his crews, and his signature moves, but it doesn't have any images and doesn't go too deep into his career and the list of achievements is slightly out-of-date.
- <https://www.redbull.com/us-en/artist/bboy-hong-10> More in-depth information
- <https://www.redbull.com/int-en/hong-10-longevity-in-breaking> Hong 10's philosophy around breaking over the years
- <https://www.redbullcontentpool.com/redbullracing/CP-A-23718> Current images

Audience

- The site is targeted at current/new breakers, but information will be displayed in a way to be easily understood by people outside the breaking community.

Message

- Inspiration and awe at the now 25+ year career of Hong 10, with his contributions to the breaking community and his sheer longevity at the highest levels.

Tone

- Bright, bold, expressive, powerful

Visual Style

- Combining 90's hip hop aesthetic with modern elements
- Red, blue, white, yellow

