

HENRYSANCHEZ

DESIGN BRIEF



Description/Concept:

An overview of Michael Jordan's NBA stats as well as his personal achievements and endorsements through out his heavily contracted career. The information itself will illustrate a detailed outline that give my audience a specific visual time line following the MJ's historical career as it unfolded.

Demographics:

The targeted audience for this information design is for those who enjoy the game of basketball or more specifically a Chicago Bulls fan. Essentially anyone who can appreciate excellent work ethic and effective execution over a long period of time would appreciate this information. Along with the annual statistics and achievements will be the specific shoe that "MJ" wore himself while reaching these number. This allows for my demographics to flexuate all the way down to the middle school kids or at least to back to first year you had a favorite pair of shoes or player.

wk.5 Presentation

wk.6 Begin Data organizing

wk.7 Begin illustration

wk.8 Working out Design Problems/ finalizing for first critique.

wk.9 1st critique

wk.10 Rough Prints

wk.11 Final Project Due

RESEARCH/BIBLIOGRAPHY

Profile

Full Name: Michael Jeffrey Jordan

Born: February 17, 1963 in
Brooklyn, New York

High-School: Emsley A. Laney, NC

College: University of North
Carolina

Drafted: 3rd. overall, 1984 NBA
Draft by the Bulls

Teams: Chicago Bulls and
Washington Wizards

Years NBA: 15

Position: Shooting Guard

Jersey Numbers: 23 and 45

Height: 6' 6" (1.98 m)

Weight: 216 lb (98 kg)

Nickname: “Air Jordan”, “His Airness”, “MJ”

All-Star: 14 times

NBA Titles: 6 - All with the Chicago Bulls:
1990-91, 1991-92, 1992-93
1995-96, 1996-97, 1997-98

A phenomenal athlete with a unique combination of grace, power, artistry and improvisational ability, Michael Jordan has single-handedly redefined the NBA superstar. He is not only the top player of his era, but is quite possibly the best player ever to wear the uniform of an NBA team. A legend on the court, Jordan added to his mystique with a totally unexpected retirement just before the 1993-94 season. After a year spent playing minor league baseball, he authored yet another amazing chapter to his story by returning to the Chicago Bulls late in the 1994-95 campaign with his basketball skills intact. By the end of the 1997-98 season, he had won a record 10th scoring title and led the Bulls to their sixth NBA championship of the 1990s.

COMPETITIVE ANALYSIS

• *www.michaeljordansworld.com*

This web site gives a grid like design to follow MJ's career highlighted with a two color scheme to distinguish categories and stats. There is an information overload here and this site has turned out to be most valuable over the others.

Profile	MJ Stats:	Points by Year
Olympic Medals	The Facts	Games of 60+, 50+...
Achievements	Stats Summary	
Championships	Regular Season	
Teammates	Playoffs	
Comparison NBA Greats	Finals	
Comparison with “Heirs”	All Star Game	
Records	College	
Air Jordan Shoes year by year	Olympics	

COMPETITIVE ANALYSIS CONT.

- *www.allsports.com*

This site also give a career break down with a focus more towards the highlighted achievements during his career. Areas such as MVP's scoring titles and more so his personal awards. Not enough for all around data but excellent for career highlights,.

- *www.basketball-reference.com*

Ideal web site for category breakdown. The information given here allows me to pick and choose which category of data to illustrate given the detailed shot percentages along with attempts. This proved to be key information for visualizing his progression.

IDEAS & CONCEPTS

1. Bio Book, 12-15 Facing pages, Annual Statistic Break Down

Beginning with a young Tar Hill draft pick progressing up to the 6 time NBA champ. Each page will allow me to illustrate each year of basketball stats and match them to the exact shoe that MJ wore during that season. The book will serve as the perfect reference for what most people would call the greatest single career performance since sports.

Pro: allows for a personal insight on the specified shoe of performance during that season. Excellent addition to any sport fans library.

Con: Not as easy to view/Personal fan use



2. Career Timeline/Poster Design/Memorabilia

Beginning with a young Tar Hill draft pick progressing up to the 6 time NBA champ. The career time line will follow each year of Michael Jordan's career as he progressed and peaked to greatness. This format will allow for my design to bring more focus to his achievements and personal peaks of his career. Although the original design did not call for a sneak peak for year by year sneakers this can be added for additional graphic element.

Pro: allows for a constant visual by serving as history piece/ graphic poster. Ideal placement for poster would be sports bar/ sports/game room/ Memorabilia Collection

Con: Design would communicate with graphics as a primary and information as secondary due to the placement of poster. GENERAL FAN



3. Double Sided Banner /Accordion Book Design/Memorabilia

Beginning with a young Tar Hill draft pick progressing up to the 6 time NBA champ. The book will unfold each year of Michael Jordan's career as he progressed and peaked to greatness. This format will allow for double sided print one side illustrated career stats and achievements with the other side serving as strictly graphic poster. The poster side imagery would be composed of his most memorable moments and shots of his career.

Pro: allows for a constant progressive visuals and information by serving as history piece/ graphic poster in according format. Ideal placement for poster would be sports bar/ sports/game room/ .

Con: Only one side would be visible at a time.

Consider double sides picture frame of some sort. (custom)

