HENRYSANCHEZ
DESIGN BRIEF

Description/Concept:

An overview of Michael Jordan’s NBA stats as well as his personal achievements and endorsements throughout 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.

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)

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

All-Star: 14 times

NBA Titles: 6 - All with the Chicago Bulls:

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](http://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.

<table>
<thead>
<tr>
<th>Profile</th>
<th>MJ Stats:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Olympic Medals</td>
<td>The Facts</td>
</tr>
<tr>
<td>Achievements</td>
<td>Stats Summary</td>
</tr>
<tr>
<td>Championships</td>
<td>Regular Season</td>
</tr>
<tr>
<td>Teammates</td>
<td>Playoffs</td>
</tr>
<tr>
<td>Comparison NBA Greats</td>
<td>Finals</td>
</tr>
<tr>
<td>Comparison with “Heirs”</td>
<td>All Star Game</td>
</tr>
<tr>
<td>Records</td>
<td>College</td>
</tr>
<tr>
<td>Air Jordan Shoes year by year</td>
<td>Olympics</td>
</tr>
<tr>
<td>Points by Year</td>
<td>Games of 60+, 50+...</td>
</tr>
</tbody>
</table>
• [www.allsports.com](http://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 MVPs, scoring titles and more so his personal awards. Not enough for all around data but excellent for career highlights.

• [www.basketball-reference.com](http://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**


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 timeline 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

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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)