

Creative Brief

Lynn Hill Website

- https://en.wikipedia.org/wiki/Lynn_Hill
- <http://lynnhillclimbing.com/>

Project Focus

- focus on her achievements as a rock climber
- highlight the general gender barriers she overcame / redefined
- highlight famous specific rock climbs she did if applicable

Style

- not too serious, but not joking
- sort of a biography page?
- Interactive and engaging
- Color and use of old photographs

Audience

- Both younger generation and the older generation she rose up with.

Message

- Famous historical figure that redefined the sport, especially breaking gender standards