

# **Content Outline**

Emily Hanson

7.14.20

## **Project Title: Joey Chestnut Website**

[https://en.wikipedia.org/wiki/Joey\\_Chestnut](https://en.wikipedia.org/wiki/Joey_Chestnut)

### **1. Project Overview**

The goal of this website is to display Joey Chestnut, record-breaking speed eater (best known for hot dogs) as the true athlete he is. The page will focus entirely on his professional career.

### **2. Resources**

Information can be found at the wikipedia link above, as well as a few pictures. Additional pictures can be found at

<https://people.com/food/joey-chestnut-wins-nathans-hot-dog-eating-contest-for-the-13th-time/> .

### **3. Audience**

The audience for this website will immediately include my classmates and professor, but will hopefully, later on, include potential employers. Demographic wise, the audience falls all over the board, but excludes children and senior citizens.

### **4. Message**

I'd like to use this site to show Chestnut as a true athlete. Due to the unusual nature of his sport, he's often talked about jokingly, but he is an athlete at the very top of his class, a consistent winner.

## 5. Tone

I'd like to take on a pop-y, bold, and graphic tone, to create a sense of drama. I want to play the light-hearted nature of his sport off of his incredible success.

## 6. Visual Style

Visually, I want to contrast bright colors with slightly textured blacks and off-whites. I'd also like to create a few graphic prints. Overall, I want to go for boldness in a dramatic fashion. I have to pay close attention to hierarchy. Detail wise, I want the site to be somewhat minimalistic and modern, with one focal-point per "page" (the site will be a long scroll).

Here are some site examples I hope to emulate :

- <https://www.hugeinc.com/>
- <https://andreasantonsson.dev/>
- <https://getsuperfluid.com/>
- <https://www.straightfromyard.co.uk/>