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**Interaction Foundations Microsite  
Creative Brief**



In order to execute the website based on Faker, it would probably be helpful to research what League of Legends is, and its competitive esports scene. It's a very complicated game with a high learning curve, so it would probably require substantial research. I think searching up and including a lot of images would also help contextualize the player, like photos with his world championship trophies or pictures of fans. I want plenty of photos on the website, and I think showing the icons of his most played champions would be fun too. He not only has a special skin for him in the game, he has three!

I also think it would be important to look up T1, the team Faker plays for, to learn more about the organization and the history behind their team. They also have changed their visual style from SKT to T1, so I think it would be beneficial to see how they have redesigned their organization brand. The move from SKT to T1 saw a lot of modernization and simplification in terms of design, from the logo to the headquarters building itself. I think a primarily white and red theme for the website, as well as a clean, simple interface would work best. League of Legends is already a chaotic game, so I don't want the interface to add on any visual stress.



I think the main audience will be people who don't know who he is, or play the game. I think it would help to introduce the game slightly and contextualize who Faker is and why his achievements are so great. It might be good to give him an intimidating, untouchable aura, but I also think it's important to stress that he's just a normal, humble man as well. It's one of his best qualities.