

Creative Brief

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4/6/2022

Project Title: Fred Beckey Website

1. Project overview

The goal of my website is to portray the life and character of Fred Beckey in a way that gives life to his brash, bold attitude to life. I hope the website showcases some of his incredible first ascents as a mountaineer but also talks a bit about his personality and place within climbing history/heroes.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Fred_Beckey, as well as [here](#) (NYTimes) and [here](#). Photography is readily available online of Fred and him ascending mtns.

4. Audience

This will be a purely informational site, and isn't intended to be used in any commercial manner. The main audience will be prospective employer's who will see this microsite, but additionally if it's a solid site I hope to send it around to family and friends within the climbing community.

5. Message

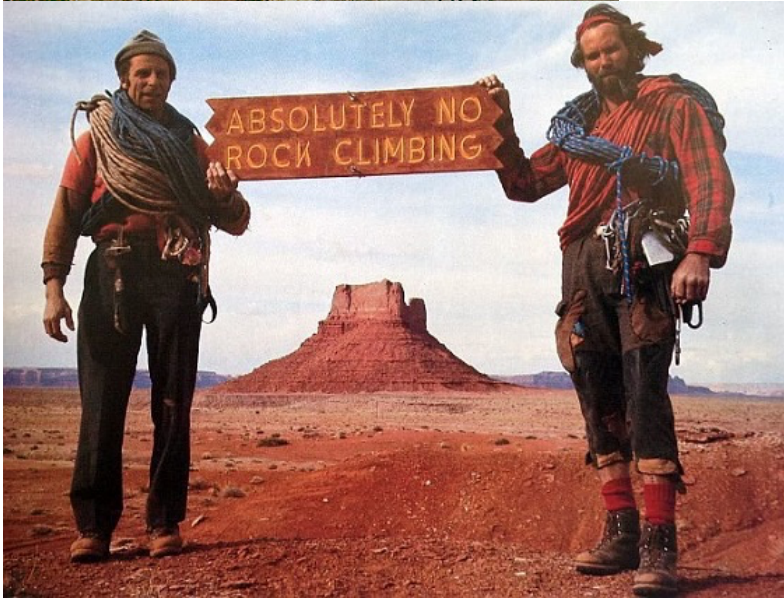
Mainly I'd like to focus on the spirit/wildness of Fred Beckey as a hero within the mountaineering community. His ascents/legacy within the mountaineering world have often been ignored as he burned many bridges along the way, yet his feats and achievements stand nonetheless. I would like the site to convey the scope of his achievements while also touching on his personality (how his personality affected his approach to mountaineering/alpinism)

6. Tone

The tone here should be BOLD and loud just like Fred. I think using some of the historical images as well as possibly embedded videos will help set the tone

7. Visual Style

I think the site should be a bit rough around the edges and a bit in your face. If possible I want the form and style to reflect the nature of Fred as a person and his role within the climbing community. [Here is a great trailer bout him \(there is a full movie too\)](#)



THE INDOMITABLE FRED BECKEY 1923-2017

Alpinist 61



EILEEN GUO **TRACES AFGHAN MOUNTAINEERING**
DEREK FRANZ **REMEMBERS HAYDEN KENNEDY**
JENNY ABERG **REVISITS THE WILD**
COLE TAYLOR **GOES NORTH**

