

# BIG GAME, SUPER BOWL BEAT BY OLYMPICS GAME

**T**oday is a big day for sports fans in America. More than 100 million people will tune in to watch the Super Bowl. But Friday brings a sporting event that will dwarf today's contest. Approximately three-and-a-half-billion people around the world will watch the Winter Olympics in PyeongChang, South Korea over 17 days.

If you want to learn about the host country, venues and the games, visit [pyeongchang2018.com](http://pyeongchang2018.com). The website is

dedicated to this year's Olympic games. The site is useful for those who are going to the games as well as those following them from around the world.

The home page features an image carousel previewing different aspects of the games. Currently there

are stories featuring athletes to watch, the torch relay, the official Olympic app and information on travel and accommodations. Next to the carousel is a countdown clock. Below the carousel are photos linking to more stories and videos.

Across the top of the page is a series of icons representing all of the sports that are included in the games. Clicking on an icon brings you to a page dedicated to that sport. All the events for the sport are explained and illustrated with photos and graphics. For example, alpine skiing has men's and women's downhill, super-G, slalom, combined and more. Specs for courses and equipment also are provided.

If you scroll down the page further there is a schedule grid with all of the sports running vertically down the side and all of the days horizontally across



the top. Clicking on a sport and a day will give you the name, location and time of the event. There's also a link for tickets. The same grid is featured in the schedule section on the site.

The PyeongChang2018 section of the site is where the Olympic committee's marketing department shows its stuff. There's lots of feel good fluff about key objectives, goals and visions that mean little to the average fan. The official slogan — "Passion.Connected." — is explained, as are the logo and mascots. The Olympics have not done a good job designing logos and mascots lately.

The Spectator Guide section of the site is useful if you're actually going to the games. There are maps of venues, information on transportation and accommodations, ticket information, emergency numbers and more.

Other sections of the site have photo and video galleries, news on the games, information about South Korea and more. I assume some of the content on the site will change once the games get underway. Hopefully it will include a medal count.

The site has an engaging color palette and lots of good pictures. The typography and navigation guide you through the site easily. There's a lot of content, but it's organized enough so that it doesn't feel too busy or overwhelming.

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