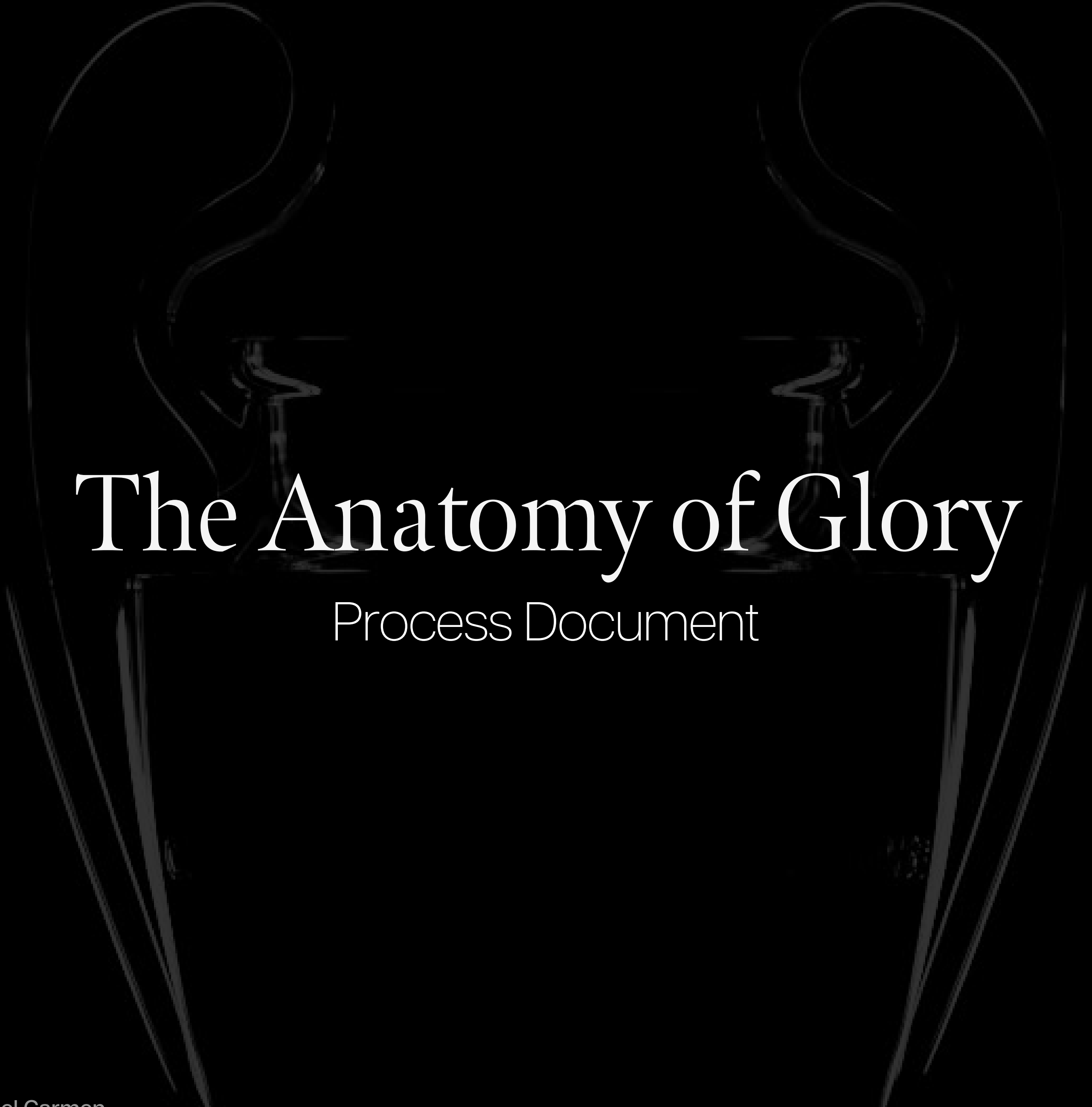




The Anatomy of Glory

Process Document

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Project Introduction

Project Introduction

Project Overview

The Brief

Create an interactive product that explains an idea, process, relationship, or complex concept. Communicate information in a visually compelling way to resonate with targeted audiences

Opportunity Statement

I wanted to create a digital experience exploring the iconic Champions League Trophy. The UEFA Champions League is the most prestigious club competition in world football (soccer). This experience will showcase the design, materials, historical significance, and symbolism of the artifact.

Project Introduction

Target Audience

Primary - Football Fans

- Already familiar with the Champions League
- Want deeper knowledge beyond match results

Secondary - Creatives

- UI design, motion design, industrial design, graphic design, sports branding
- Interested in form, function, symbolism

Tertiary - Casual Sports Fans

- Recognize the trophy but don't know details
- Might visit during Champions League season

Project Introduction

Environment

The experience is intended to be a touchscreen kiosk located inside of a museum. The museum would be football/sports themed.



Research

Research

UEFA Website

Teams with the most titles

- Real Madrid – 15
- Milan – 7
- Liverpool – 6
- Bayern München – 6
- Barcelona – 5
- Ajax – 4
- Man Utd – 3
- Inter – 3
- Chelsea – 2
- Nottingham Forest – 2
- Benfica – 2
- Juventus – 2
- Porto – 2

Research

Sports Illustrated

About the Trophy

- Currently in its fifth design iteration, introduced in 1968
- The previous trophy was permanently awarded to Real Madrid for their early dominance
- UEFA rule: win 5 times total or 3 times in a row and you keep the original; UEFA now retains the original and gives winners a full-size replica
- Clubs that own their own version: Real Madrid, Liverpool, Ajax, Bayern Munich, and AC Milan
- Crafted by Swiss jeweler Jürg Stadelmann
- Made entirely of sterling silver; 73.5 cm tall, 7.5 kg
- Took approximately 340 hours to make

Monetary Value

- Estimated worth: \$15,000 – surprisingly modest
- For comparison:
 - FIFA World Cup trophy: \$20 million (18-carat gold)
 - Borg-Warner Trophy (Indy 500): \$1.3 million
 - Stanley Cup (NHL): \$650,000

Why It's Worth More Than Its Price Tag

- Winning unlocks major sponsorship deals, endorsements, and global revenue
- Can be a financial game-changer for clubs
- Places a team permanently in soccer history as one of Europe's elite
- The legacy and prestige are considered priceless

Research

Bolavip.com

Dimensions & Physical Details

- Height: 73.5 cm (just under 29 inches)
- Weight: 7.5 kg (~16.5 pounds)
- Material: Sterling silver, giving it its signature shimmer and timeless elegance

Design & Nickname

- Famous "big ears" handles are its most recognizable feature
- Nicknamed "Big Ears" across the world – "La Coupe aux grandes oreilles" (French), "La Coppa dalle grandi orecchie" (Italian), "La Orejona" (Spanish)

Manufacturing & Origin

- Designed by Swiss jeweler Jürg Stadelmann in the 1960s
- First presented to Real Madrid in 1966 after their sixth title
- Made by expert silversmiths using techniques like hammering and polishing
- Each new version follows the original design while representing its era

Trophy History & Ownership Rules

- Original rule: clubs winning 5 titles total or 3 in a row earned the right to keep the trophy permanently
- Clubs that claimed the original under old rules: Real Madrid, Ajax (1973), Bayern Munich (1976), AC Milan (1994), Liverpool (2005)
- In 2009, UEFA changed the rules – the original is now kept permanently at UEFA headquarters
- Champions now receive an exact full-size replica instead

Post-2009 Rule Note

- Only two clubs have hit the threshold since the 2009 rule change: Barcelona (5th title in 2015) and Real Madrid (three consecutive wins 2016–2018)

Planetfootball.com

Official Name & Origins

- Officially called the "European Champion Clubs' Cup" (from the French Coupe des Clubs Champions Européens)
- The French name traces back to the trophy's origins with L'Équipe, the French sports newspaper that conceived the competition
- Not to be confused with France Football, which runs the Ballon d'Or

Design & Manufacturing

- Current design commissioned by UEFA General Secretary Hans Bangerter in 1967 after the original was given to Real Madrid; designed in Berne, Switzerland by local jeweler Jürg Stadelmann
- Made of silver; took Stadelmann 340 hours to complete
- Had to be finished before March 28 – Stadelmann was getting married and leaving on a ten-day boat trip; the engraver Fred Bänninger finished the final details

Dimensions & Comparisons

- Stands 73.5 cm tall and weighs 7.5 kg – about 30 cm shorter than the Premier League trophy (104 cm) and over three times lighter

Monetary Value

- Canterbury estimates the trophy is worth about \$15,000 – roughly 1/66th the value of the FA Cup, which is estimated at around \$1 million
- The FIFA World Cup, made of 18-carat gold on malachite, is worth an estimated \$20 million – over a thousand times more

Ownership Rules

- In 2008, UEFA revised its rules and decided to hold onto the original indefinitely – meaning Barcelona, who won their fifth title in 2015, could not keep it
- The same trophy is now lifted at each final and then returned to UEFA; winners receive a full-size replica with their name engraved
- Clubs may make further replicas of their own, but they must be clearly marked as such and can only be 80% the size of the real thing

Research

Champions Journal

Behind the scenes visit in the factory where the trophy is made

Where the Trophy Is Made

- Made at GDE Bertoni, a family-run silversmith company on an unassuming industrial estate in Paderno Dugnano, just north of Milan
- The same facility produces various other UEFA competition prizes and has fielded enquiries from prestigious chess tournaments as well

Construction Details

- The original trophy lifted at the final is sterling silver; the high-quality replicas given to winning clubs are silver-plated brass
- Made up of six pieces: a two-part base, the body, the arms, and the rim – all assembled entirely by hand, including the engraved text on the front
- The handles start as flat strips of metal that are bent into shape and attached – making each trophy's handles slightly unique
- Takes three months to produce; metals during the process can reach temperatures of 960°C

Durability & Repairs

- The trophy is durable but not indestructible – clubs have sent their replicas back to GDE Bertoni for repairs after post-match celebrations got too boisterous

GDE Bertoni: The Company

- Founded in the early 1900s by Emilio Bertoni; gained worldwide recognition in the early 1970s when artistic director Silvio Gazzaniga designed the FIFA World Cup trophy
- Currently run by Valentina Losa, great-granddaughter of the founder, who inherited the business after her father Giorgio passed away in 2010

Philosophy & Sustainability

- Losa insists on handcrafting over automation, believing a machine-made trophy would lose much of its charm
- All unused metal is recycled back to suppliers; the company also uses energy-efficient machines and recycles water

Research

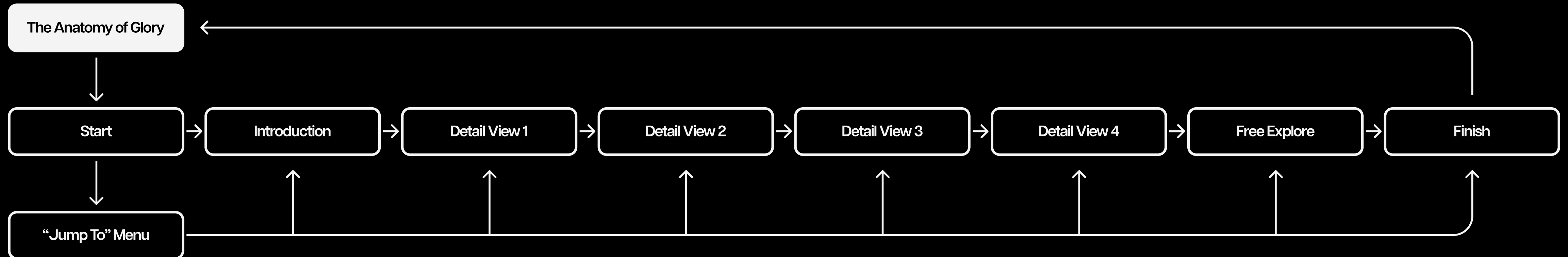
UEFA YouTube

- David Luiz: “You dream about it. You breathe it everyday. You imagine a final and lifting the trophy.”
- Cristiano Ronaldo: “There are always moments you remember. When I was young I remember watching the finals and seeing the players lift that wonderful trophy. Now I can experience that in person
- Jerzy Dudek (UEFA Ambassador): When you look at this trophy you see a lot of history in it. The greatest footballers have lifted it in the air and many others didn’t get the chance
- Javier Zanetti: “To be able to win the trophy and take it to my city, Milan and share that joy with the supporters, it was a really moving moment.
- Guerrino Giorgi, the man who makes the trophies (Inter Milan fan): “When they lifted the cup it felt like I was being lifted with them.”
 - He said the most important and complex elements are the handles
 - It takes 15 days to make them
 - It takes 15 days to make them
 - “It is difficult but it is my passion. It’s very emotional making the trophy
- Zinedine Zidane: “It is every footballer’s dream to lift the Champions League Trophy ... with both ears, like this”

Ideation & Planning

Ideation & Planning

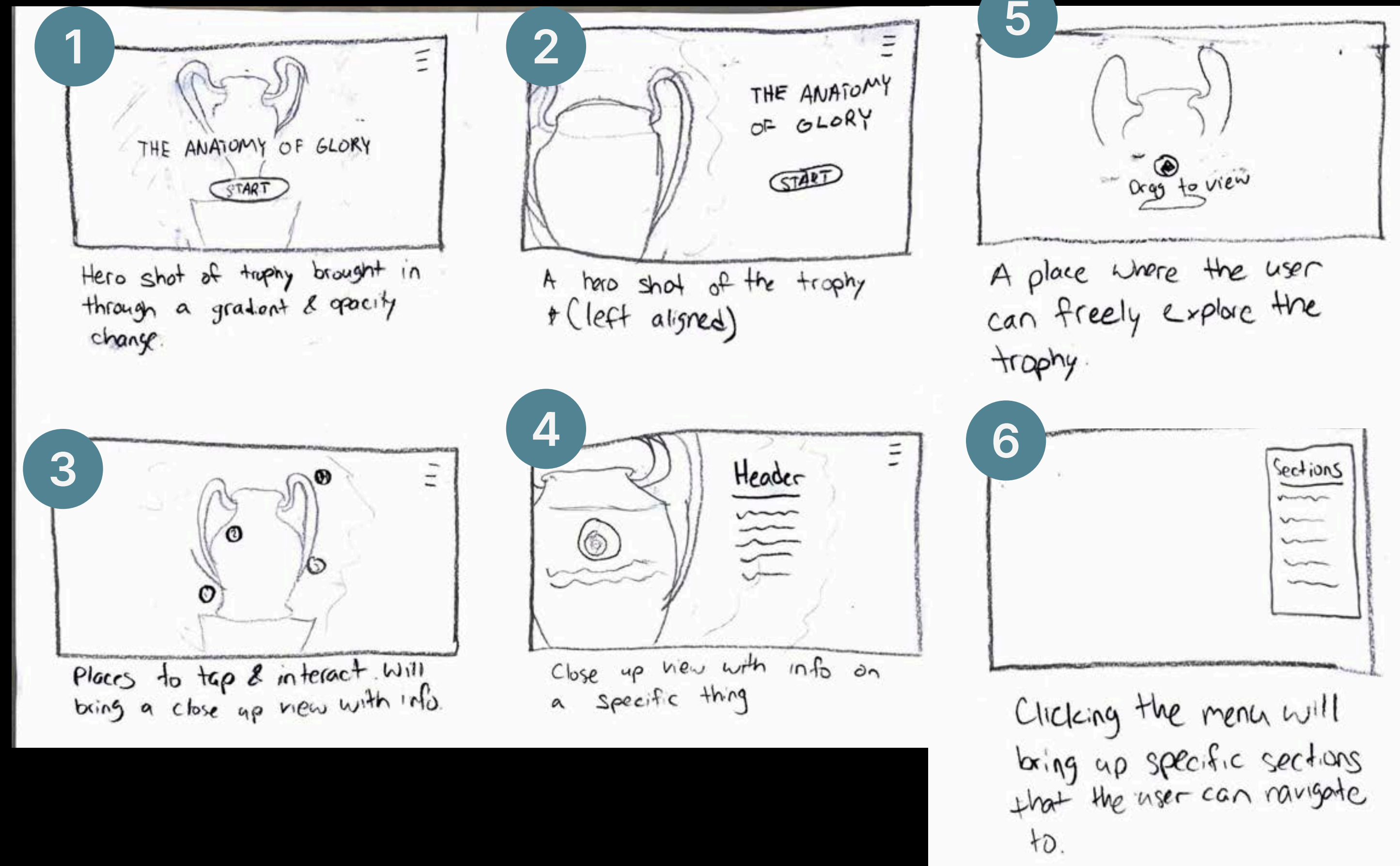
Sitemap



Ideation & Planning

Concept Sketches

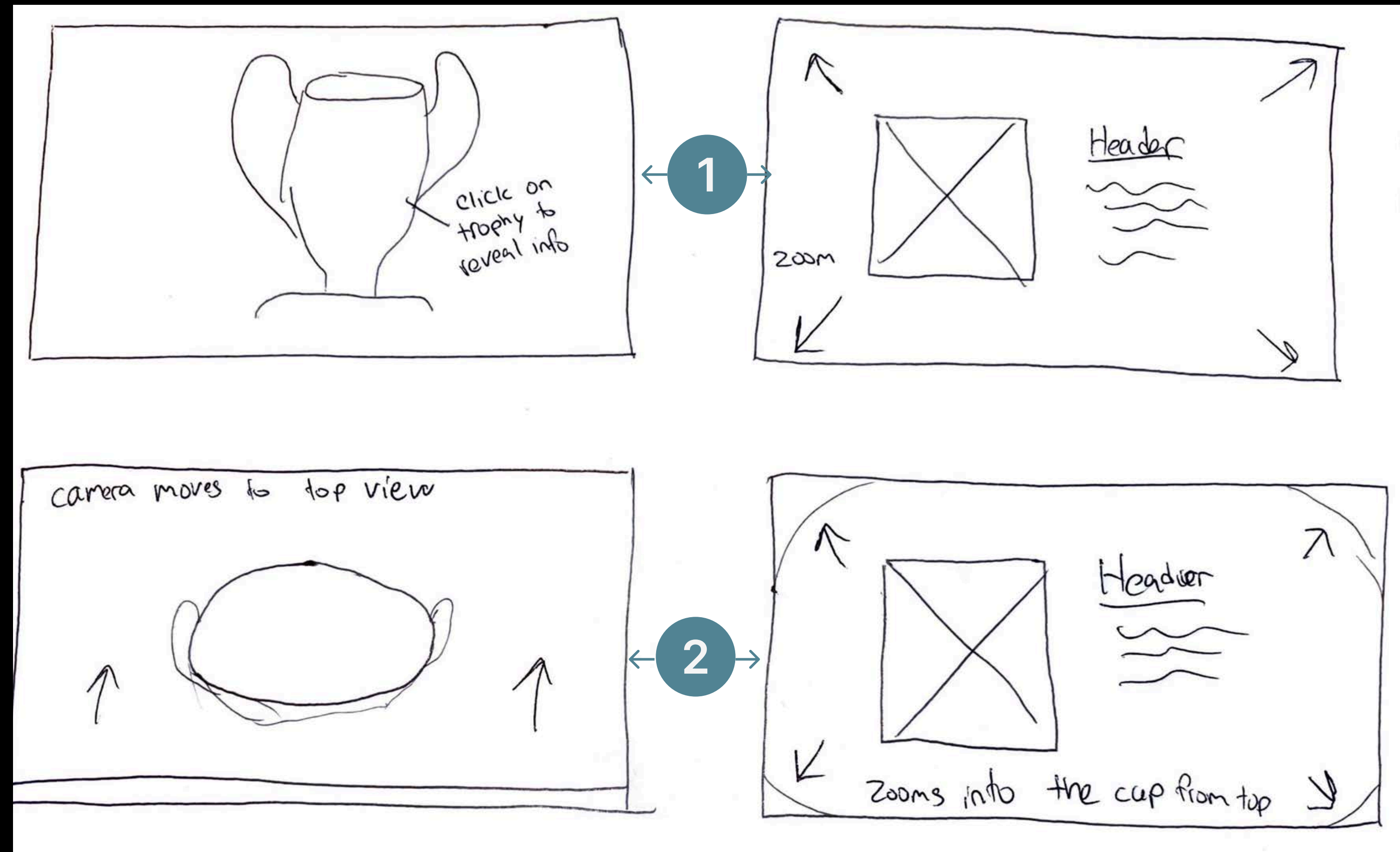
1. Centered hero shot
2. Left-aligned hero shot
3. Hotspot/tap-based interaction
4. Main information display
5. User free explore example
6. Right hand menu interaction



Ideation & Planning

Concept Sketches

1. Click-based interaction: When user clicks, it zooms into that specific part of the trophy, and displays more information
2. Transition idea: When user moves forward in the interaction, it takes them inside the trophy as a way to display information



Ideation & Planning

Base Grid

Grid Details

- 12-column grid
- 70px margin
- 40px gutter

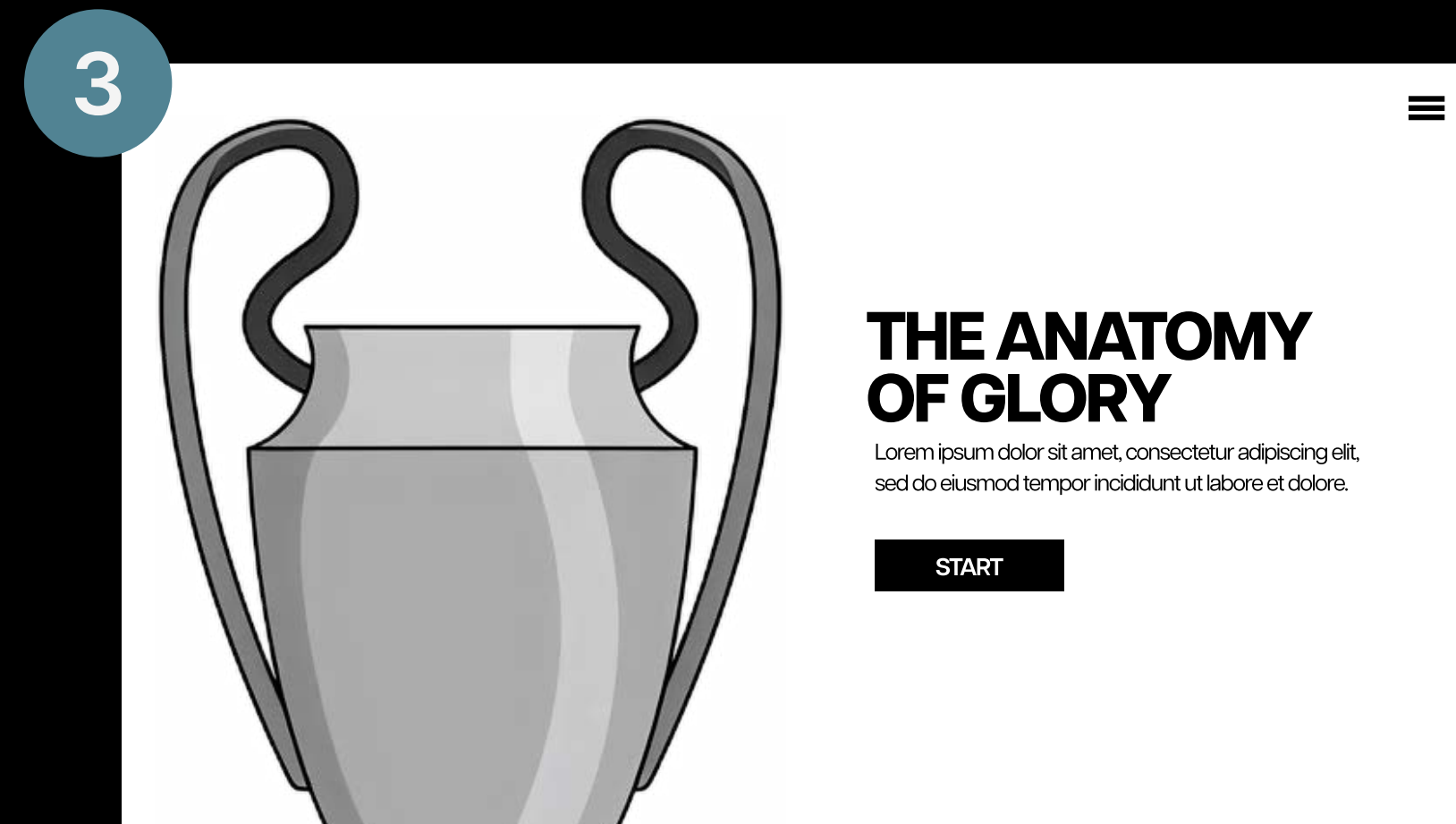


Ideation & Planning

Wireframes V1

Opening Screen

1. Center-aligned
2. Center-aligned with large text
3. Left-aligned



Ideation & Planning

Wireframes V1

Main Content

1. Click-based interaction: Users can locate different hotspots on the trophy, and click to navigate to specific parts
2. Idea of how content and typography would fit on the page



Ideation & Planning

Wireframes V2

Opening Screen

Dim lights come in from the corners and cause slight reflections of the trophy. You can't see it well yet, but you can see the contour and silhouette of it. Start button appears to begin.



Ideation & Planning

Wireframes V2

Info Screen 1

This gives background information about the competition if users are unfamiliar with what it is.



San Siro Stadium, Metropolitan City of Milan, Italy
2023

About the Competition

Under the floodlights of Europe's greatest cities, stadiums, and crowds, the Champions League unfolds as the ultimate stage for elite clubs. Organized by UEFA, it is the most watched club competition in the world, and the third most-watched football competition (trailing only behind the FIFA World Cup and the UEFA European Championship).

Beginning each July with qualifying battles, 36 top-division teams face each other in a demanding league-style phase before the top 24 advance to dramatic knockout rounds. Once the knockout stage begins, it's either win or go home, leading to one decisive final in late spring where a champion is crowned and awarded **the trophy**.

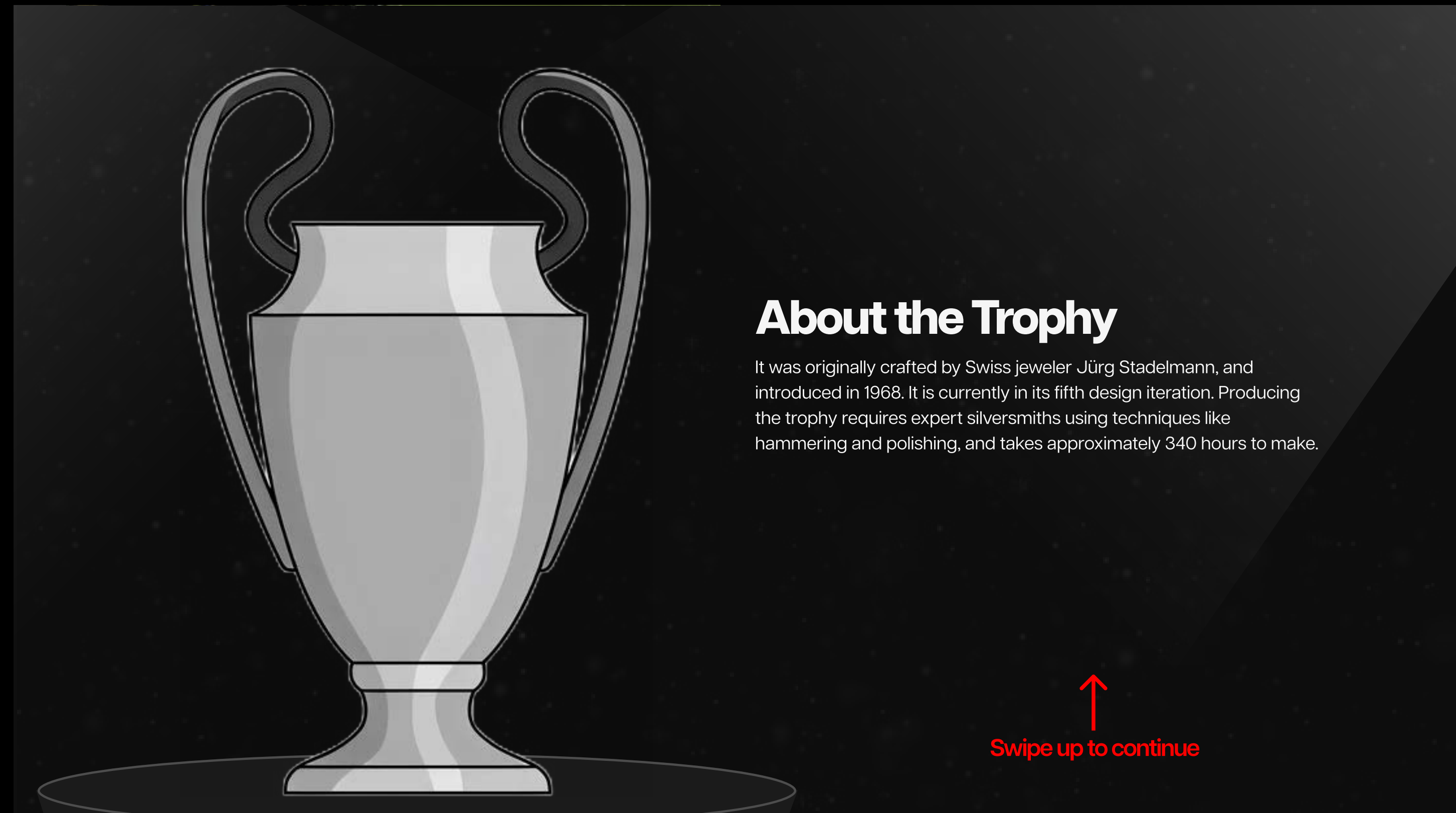
Ideation & Planning

Wireframes V2

Info Screen 2

3D model comes back in with a full view and strong lighting. This is where the real interaction begins.

This gives an overview about the trophy, and some history. Swiping will take user to the next section.



Ideation & Planning

Wireframes V2

Info Screen 3

Camera zooms into the specific detail being talked about. Only shows the specific detail, and the rest of the trophy is invisible.

This gives an the physical information about the trophy. Materials, height, weight, etc.



Visual Design

Visual Design Moodboard

Showcases elegance, greatness, and a bit of luxury. The monochrome palette combined with strong lighting helps achieve this look.

Key Words

- Luxurious
- Elegant
- Monochrome
- High-fidelity



Typographic Study

The Champions League

The Champions League

The Champions League

The Champions League

The Champions League

The Champions League

The Champions League

THE CHAMPIONS LEAGUE

The Champions League

The Champions League

The Champions League

The Champions League

The Champions League

The Champions League

The Champions League

The Champions League

The Anatomy of Glory

The Anatomy of Glory

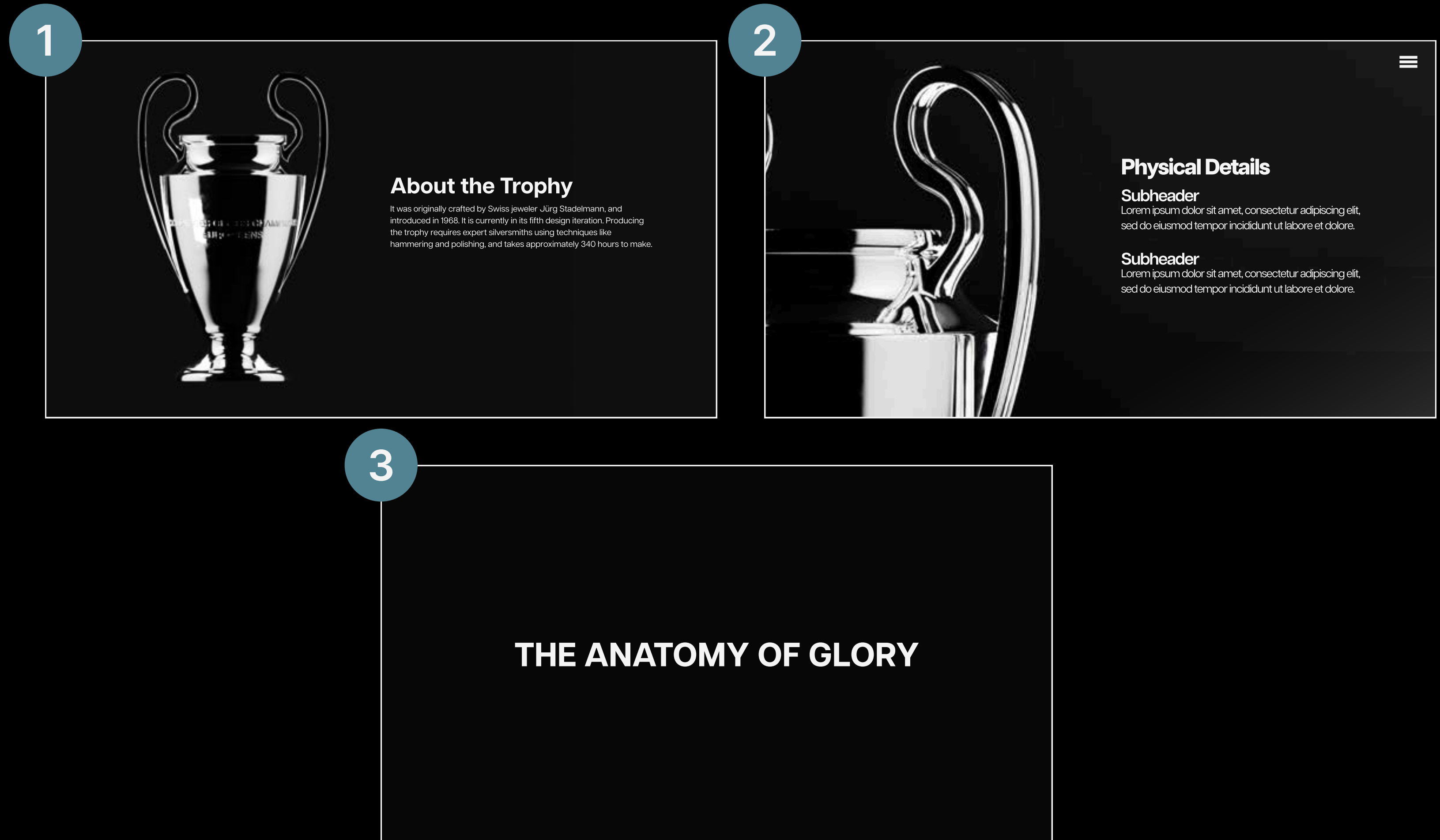
The Anatomy of Glory

Visual Design
3D Model



Visual Compositions V1

1. About the Trophy section: 3D model shows the entire trophy with general information next to it
2. Physical Details: This section will give information about trophy specifics
3. Splash Screen



Visual Design

Visual Compositions V2

Splash Screens

Typographic exploration for the introductory screen. Trying out different fonts and weights.

THE ANATOMY OF GLORY

The Anatomy of Glory

The Anatomy of Glory

Visual Design

Visual Compositions V2

Value Screens

A section about the market value of the trophy. Trying out large header versus normal header.



Visual Compositions V2

Big Ears Screens

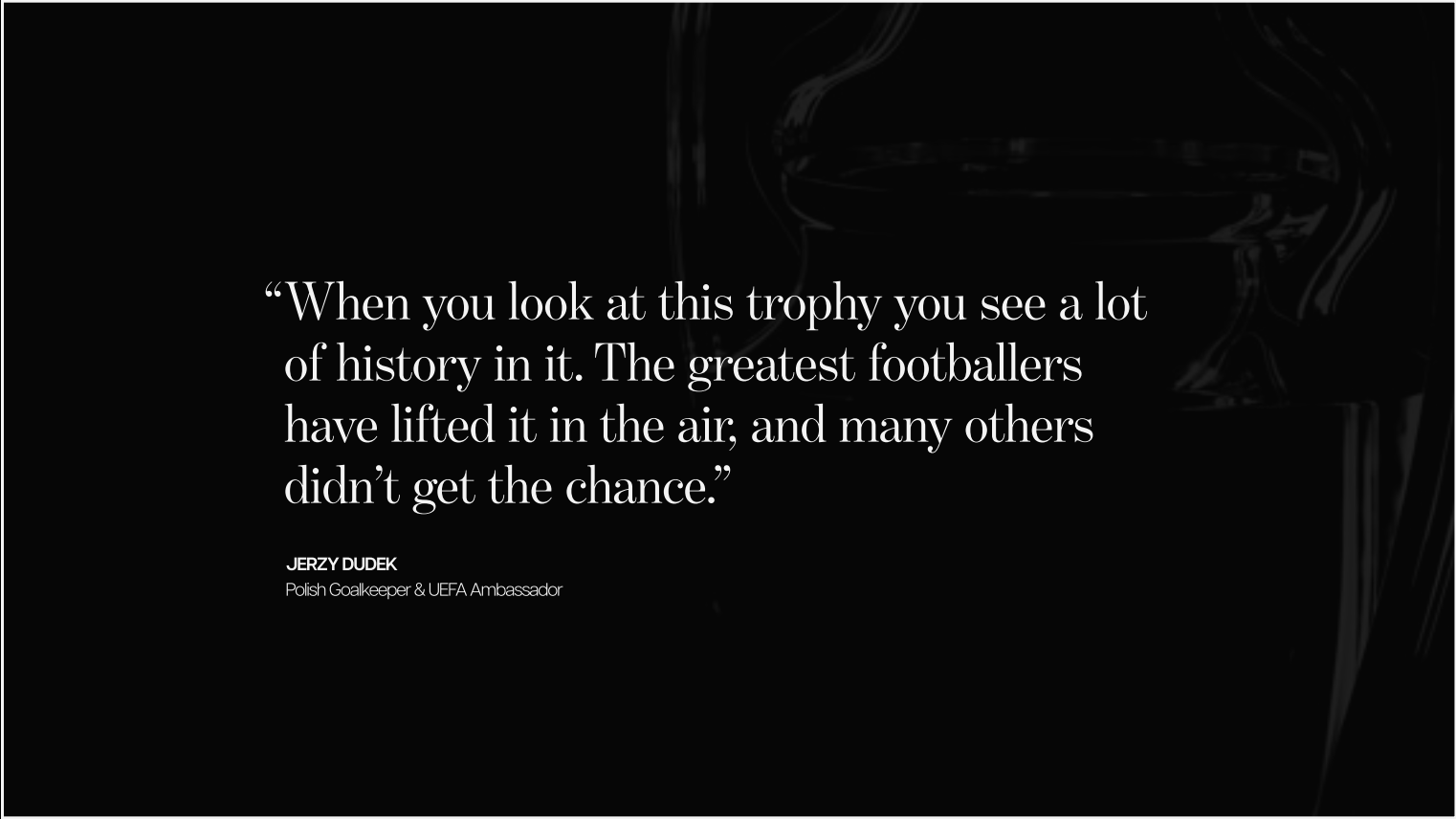
A section about the trophy's handles.
Playing with different fonts/sizes with
the large-scale type.



Visual Compositions V2

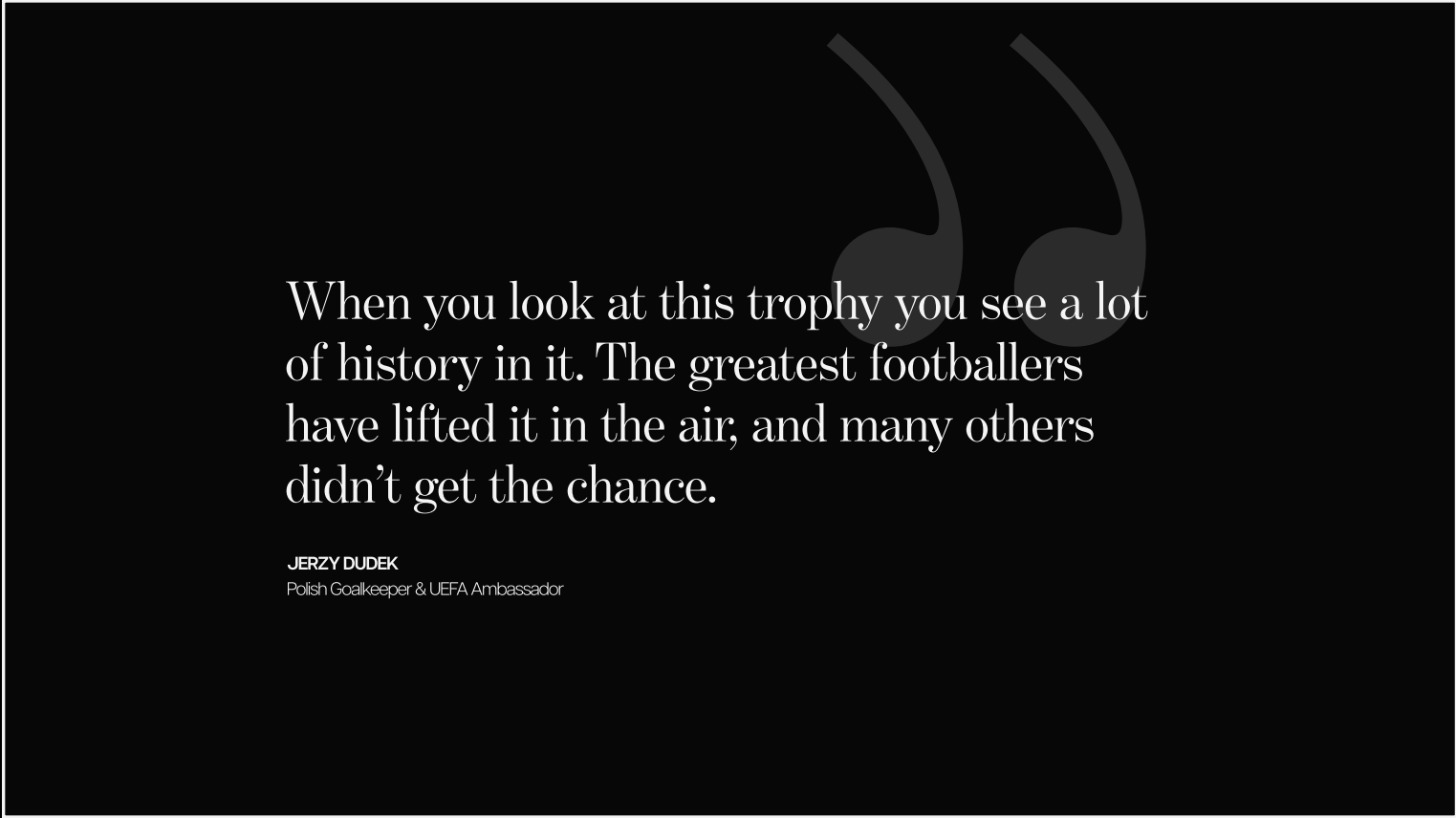
Quote Screens

A section about quotes regarding the Champions League and the trophy.



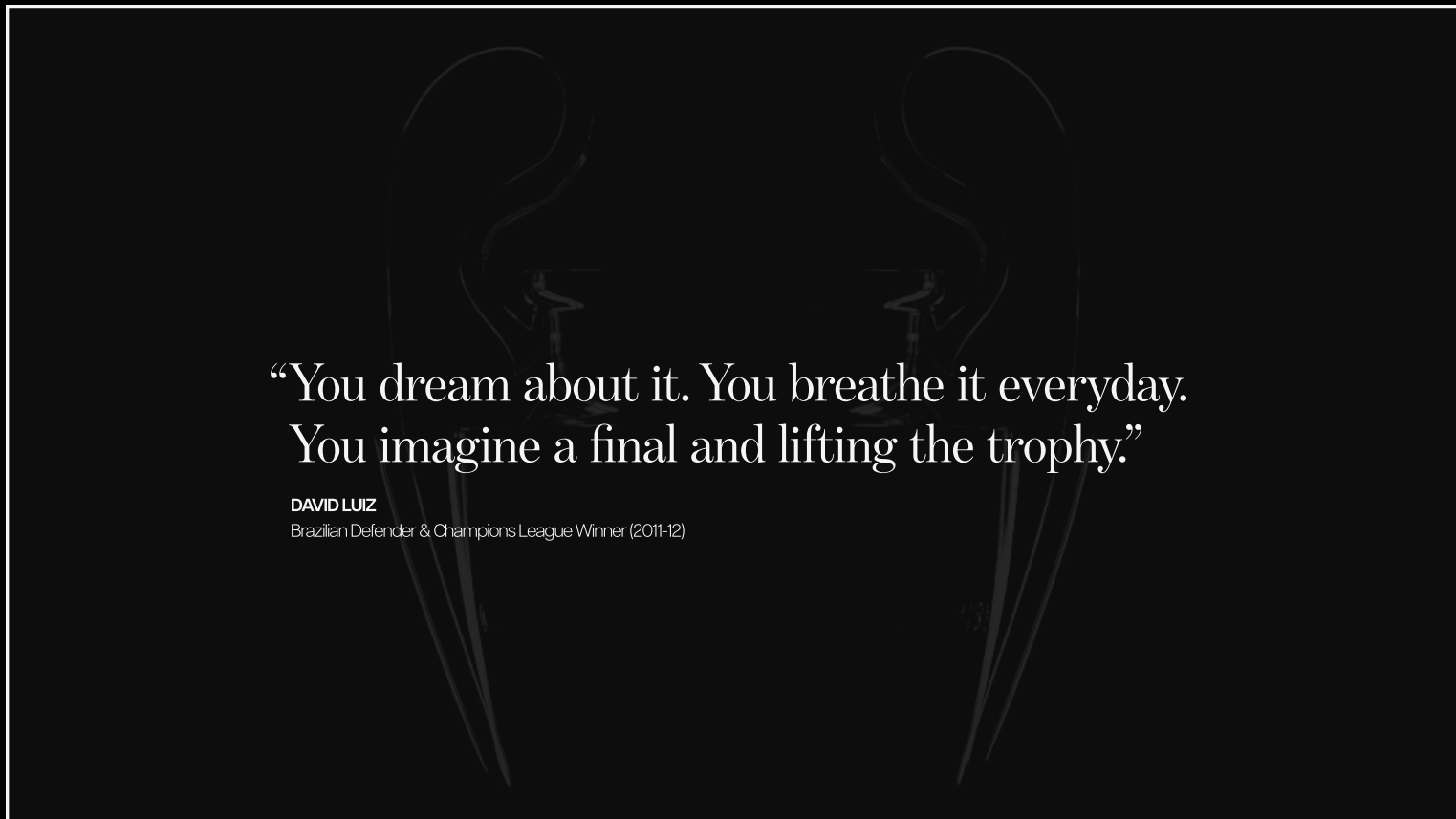
“When you look at this trophy you see a lot of history in it. The greatest footballers have lifted it in the air, and many others didn’t get the chance.”

JERZY DUDEK
Polish Goalkeeper & UEFA Ambassador



When you look at this trophy you see a lot of history in it. The greatest footballers have lifted it in the air, and many others didn’t get the chance.

JERZY DUDEK
Polish Goalkeeper & UEFA Ambassador



“You dream about it. You breathe it everyday. You imagine a final and lifting the trophy.”

DAVID LUIZ
Brazilian Defender & Champions League Winner (2011-12)

Visual Compositions V2

Champions League Info Screens

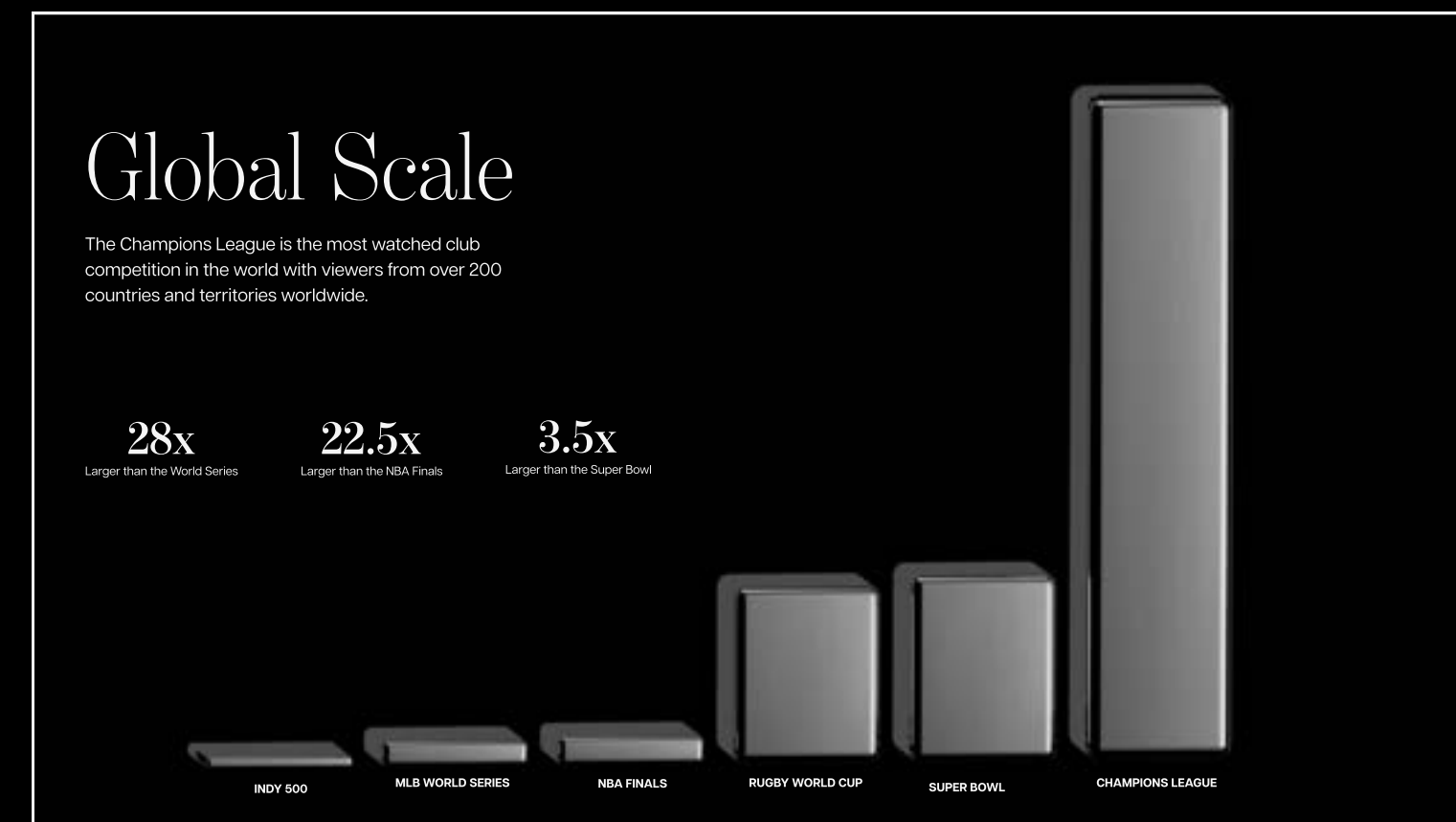
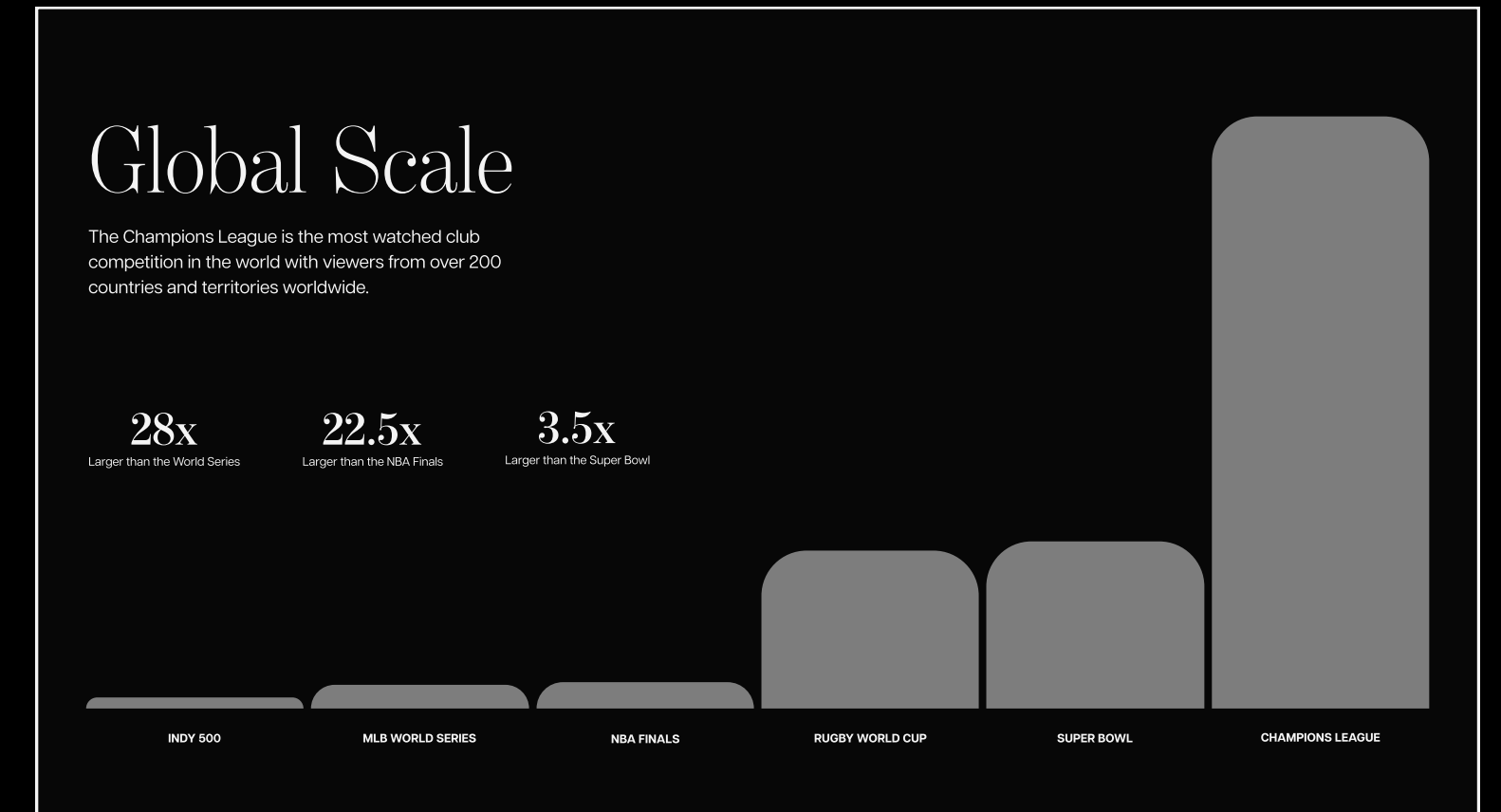
A section about the Champions League tournament as a whole in case users are unfamiliar with the competition.



Visual Compositions V3

Popularity Screens

I wanted to include a section about the popularity of the Champions League. A visual representation about how big of a competition it really is.



Visual Compositions V3

Individual Parts Screens

A section going through each part of the trophy individually, using an outlined style.

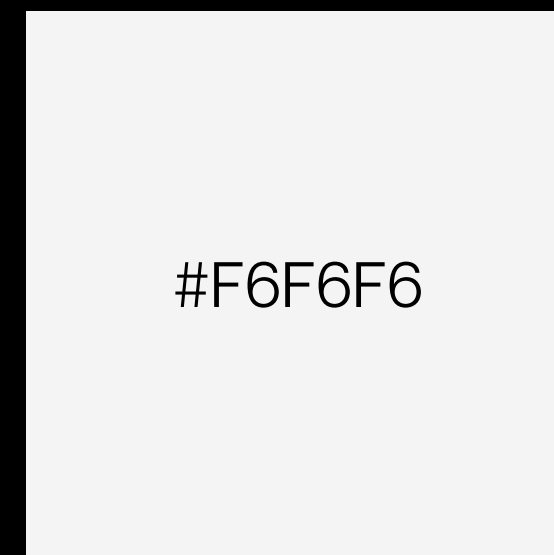
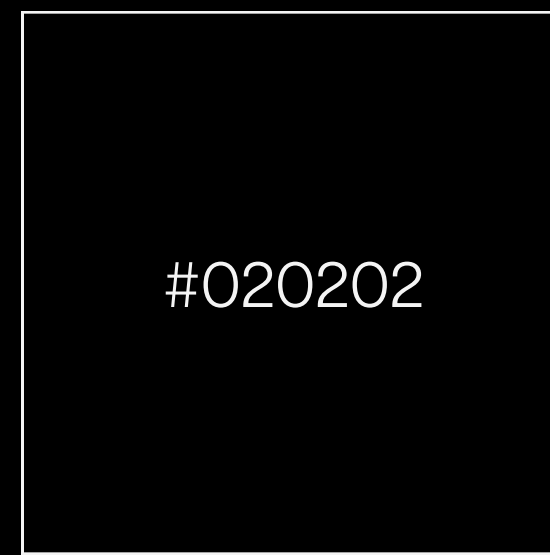


Final Solution

Final Solutions

Style Guide

Color Palette



Logo



Typography

Header

Meno Display Light

Subheader

Articulat CF Medium

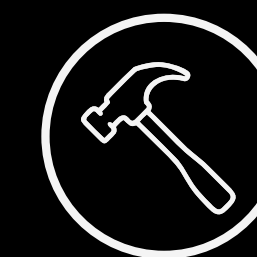
Body

Articulat CF Normal

Caption

Articulat CF Extralight

Buttons & Icons



Swipe to Continue



Final Solutions

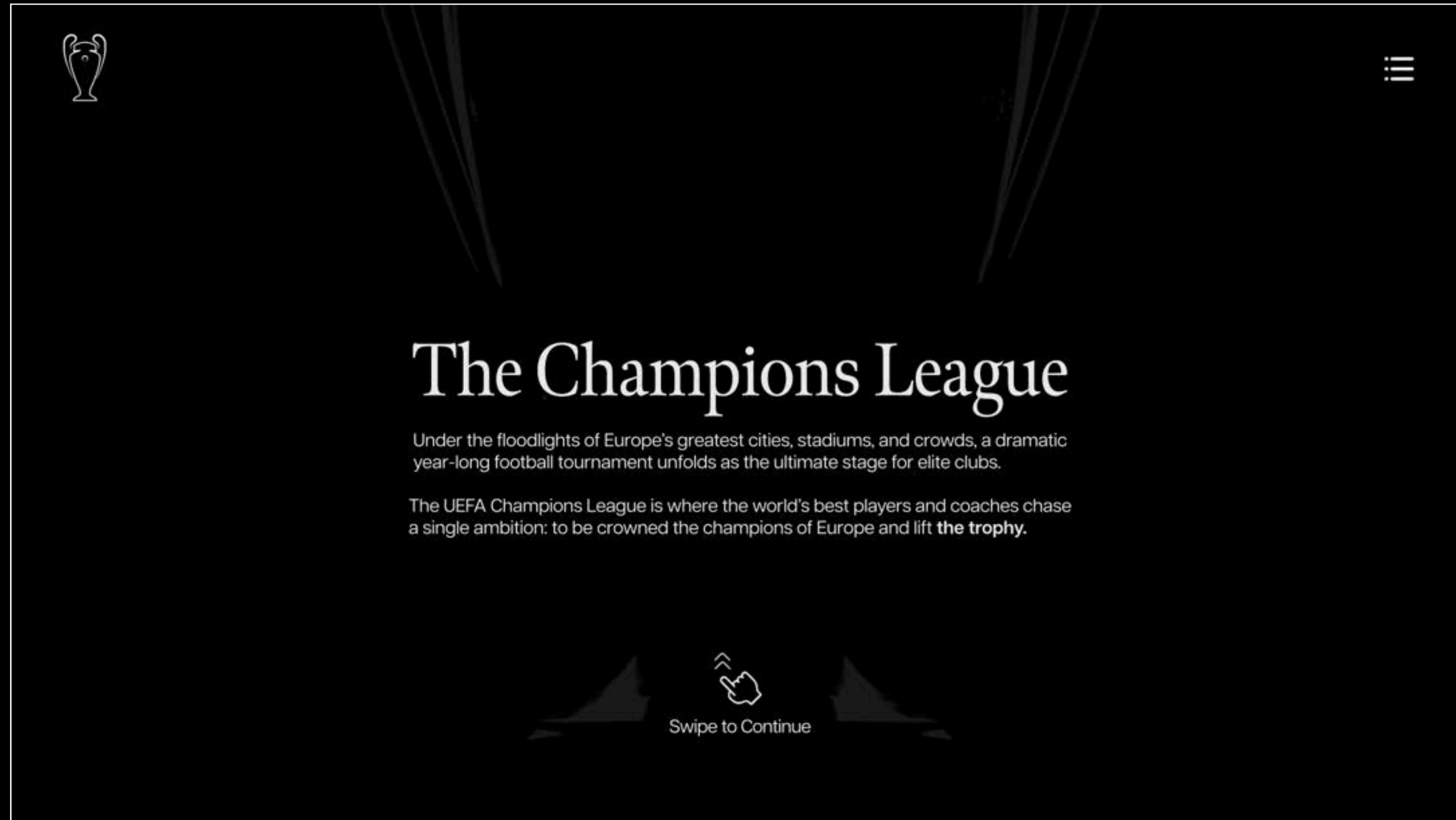
Final UI Design



Opening Screen

Final Solutions

Final UI Design



Champions League Information

Final Solutions

Final UI Design



General Trophy Information

Final Solutions

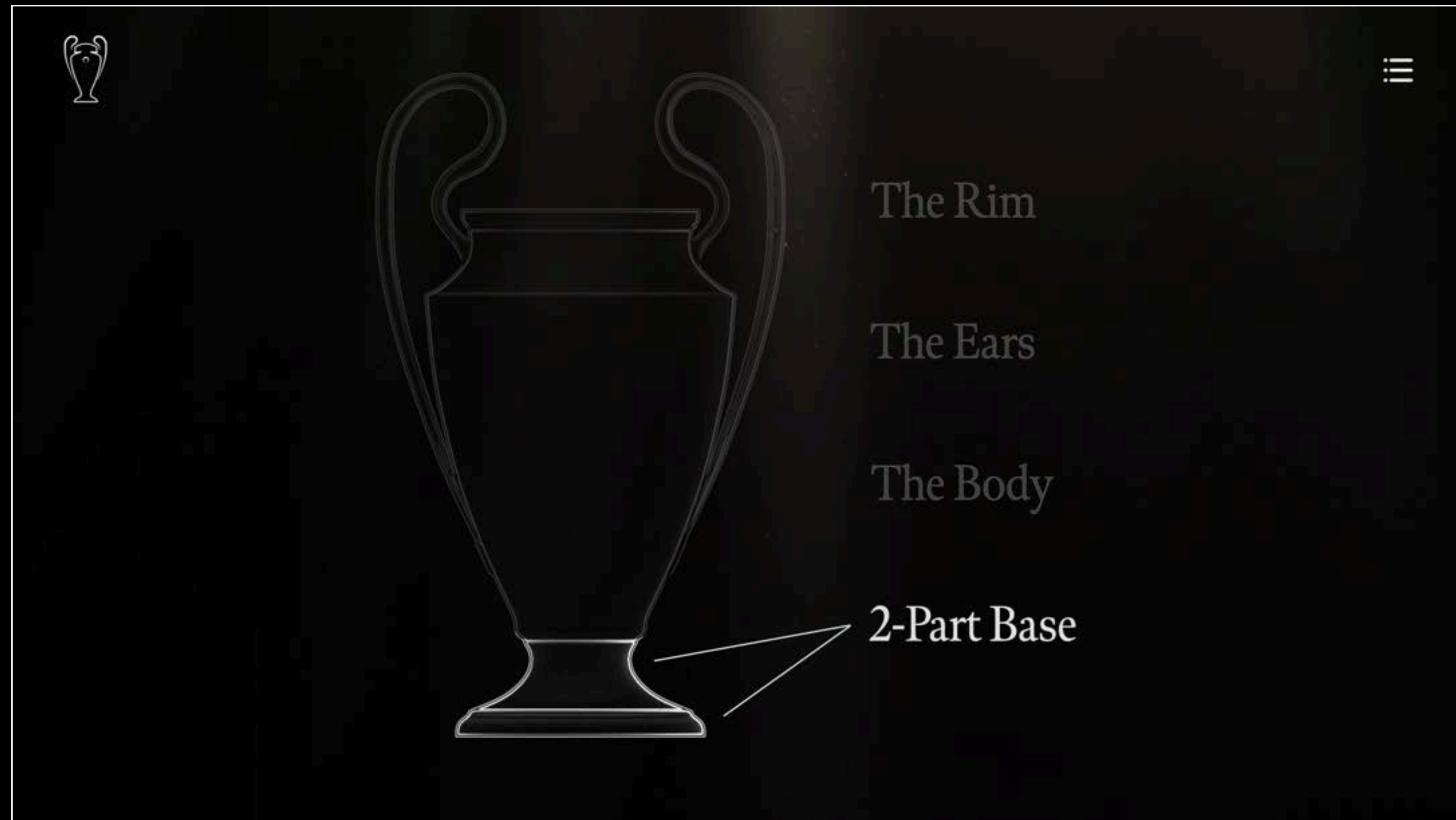
Final UI Design



Trophy Frame

Final Solutions

Final UI Design



Individual Parts

Final Solutions

Final UI Design



The Handles

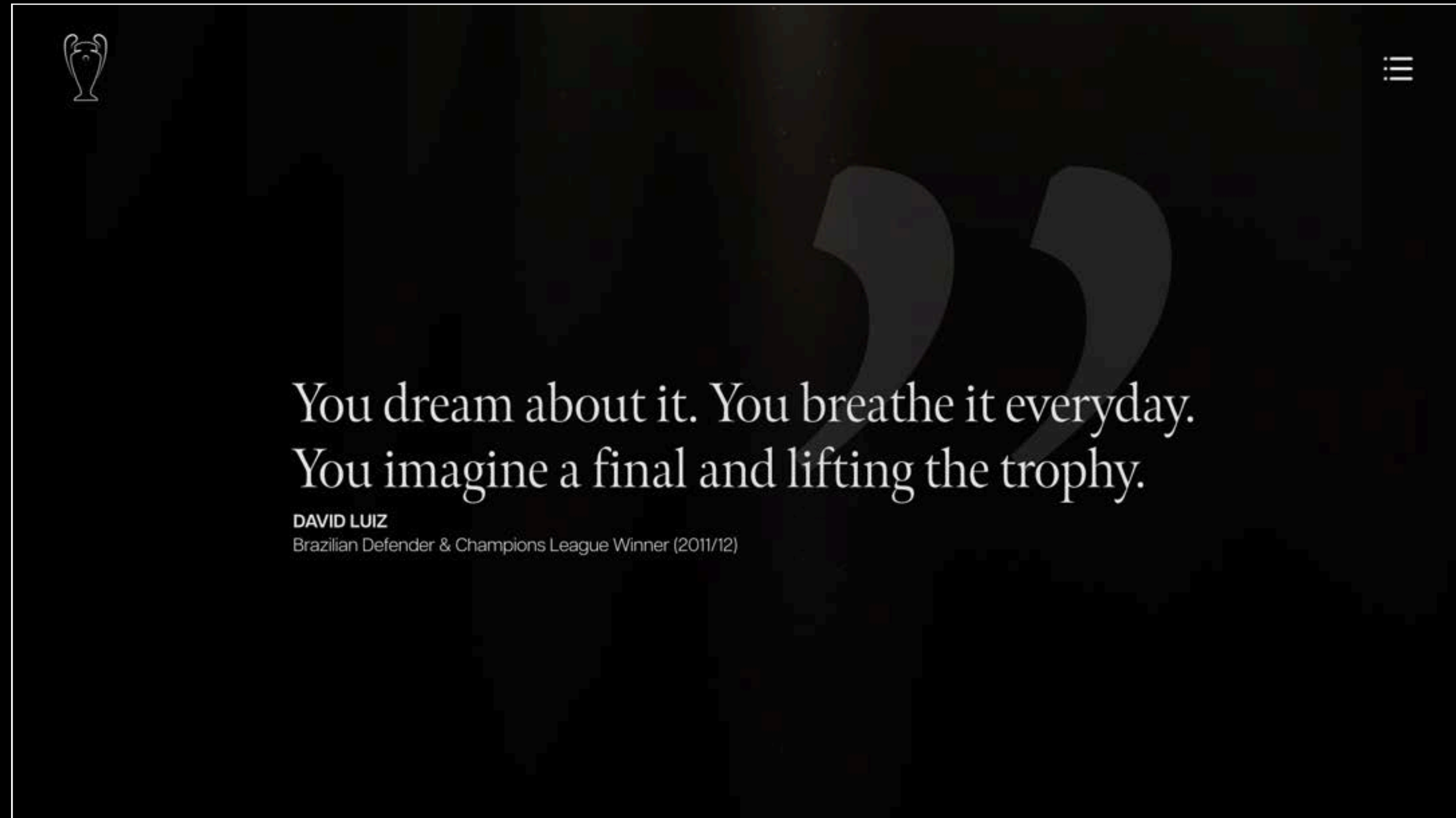
Final UI Design



Trophy Value

Final Solutions

Final UI Design



Quotes

Final Solutions

Final UI Design



Explore

Final Solutions

Prototype

This prototype shows how a user would interact with the screen. The flow:

1. Splash screen animation
2. Champions League Overview
3. General Trophy Information
4. Trophy Frame
5. Individual Parts
6. The Handles
7. The Value
8. Quotes
9. User Explore
10. Finish

[Vimeo Link](#)

Conclusion

Conclusion

Takeaways

Takeaways

I'm happy with how this prototype turned out. It was a fun project to work on, especially because it's a topic that I'm interested on.

Visually, it turned out exactly how I intended it to look.

I learned a lot throughout this process, and it was a great opportunity to enhance my skills. I'd always seen cool and immersive webpages online, and thought to myself "I want to make something like that." This project was the perfect opportunity to do so.

Next Steps

I will definitely be diving back into this project in the future to make refinements. I would like to add a few pages that I didn't have the time to fully complete. I also think that the typographical hierarchy and information display could be improved on some pages.

Conclusion

Appendix

UEFA Website

Sports Illustrated

Bolavip

Planet Football

Champions Journal

UEFA YouTube

Thank You