Creative Brief
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Project Title: **Formula Racing**

Project overview: My goal is to have a website that is informational. It should present the adrenaline inducing, fast and dangerous qualities of Formula Racing, as well as the atmosphere that surrounds Formula Racing, such as the tracks, pit stops, drivers, stands and audience.

Resources:
- https://en.wikipedia.org/wiki/Formula_racing
    - Main Wikipedia page
    - Pages linked in this ^ page that information should also be pulled from:
        - https://en.wikipedia.org/wiki/History_of_Formula_One
        - https://en.wikipedia.org/wiki/Grand_Prix_motor_racing
        - https://en.wikipedia.org/wiki/A1_Grand_Prix
        - https://en.wikipedia.org/wiki/Formula_E
        - https://en.wikipedia.org/wiki/Formula_Three
        - https://en.wikipedia.org/wiki/Formula_Two
        - https://en.wikipedia.org/wiki/International_Formula_3000
        - https://en.wikipedia.org/wiki/Formula_Car_Challenge
        -
- http://www.fiaf3europe.com/
    - This is a site on Formula Three and has photos that you could use under the multimedia tab.
- Photos may also be found in Google images
    - When looking for photos keep the color scheme of the site in mind
- Also look for photos or png's of 3D models of formula cars on Google

Audience: The audience includes my classmates, teachers, potential employers, and anyone looking at my portfolio. It should be informational and most likely viewed by people from the ages of about fifteen to sixty.

Message: I want it to be informative and informational, to tell the users about the different sides of Formula racing.

Tone: I am thinking about a dark, badass aesthetic. Formula Racing is extremely dangerous and about adrenaline. The tone should reflect this adrenaline pumping, dangerous effect while providing the general information about Formula Racing.

Visual Style:
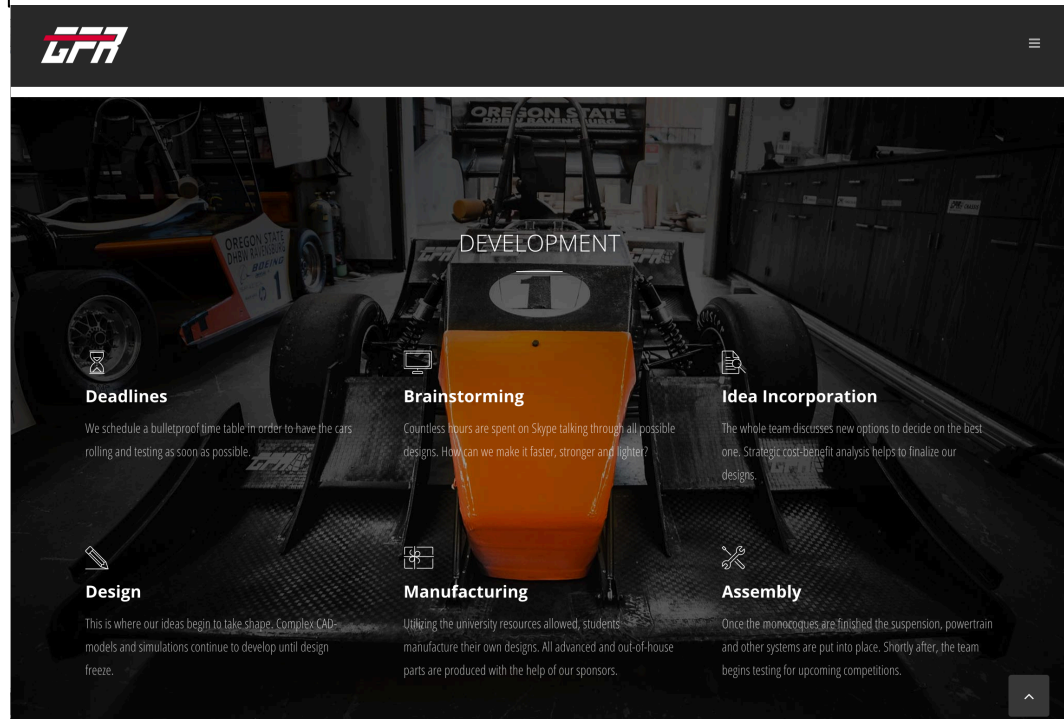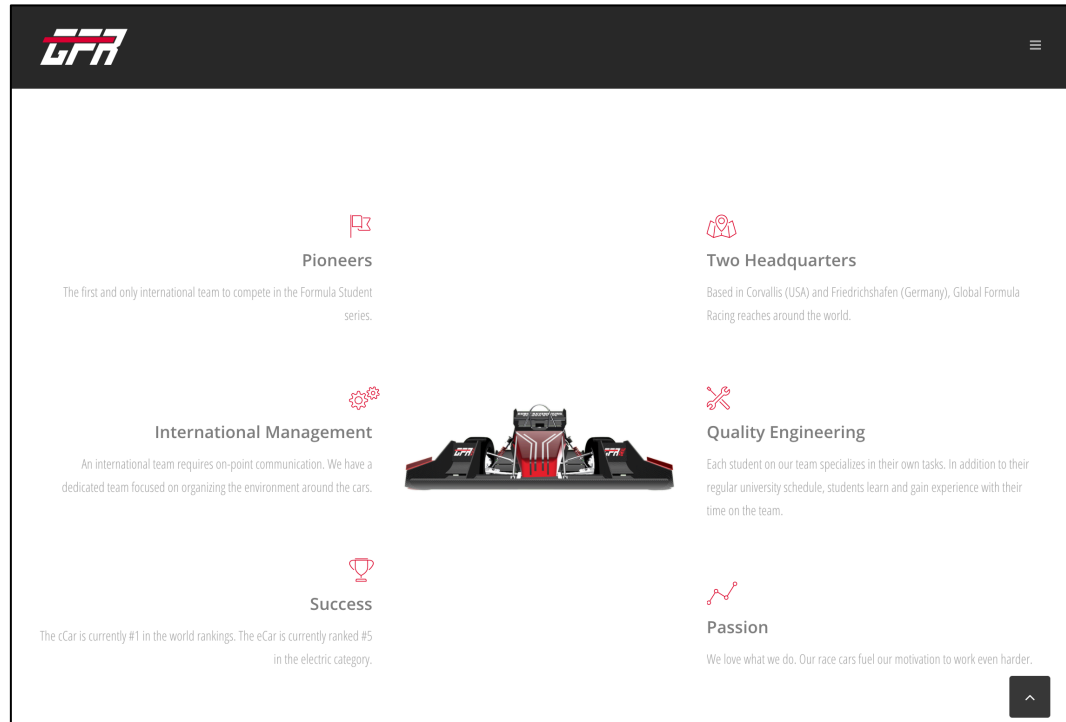- Color scheme: bright red, black, white, greys
- Very modern, organized and clean looking
- Using rules to divide elements on the page
- Vector 3D images/models of the formula cars would be cool to use
- Using think line weight, san serif typefaces for titles and callouts and thin san serif typefaces for body text

Inspiration and stuff to look at:
- http://www.global-formula-racing.com/

o   I like the design of this site (colors, use of vector images, and general layout) and you could also pull information from here if needed
   ▪   Don't just copy this site though, I am looking for something with more of a focus on the cars and the formulas and a design that aligns with the form of the formula car

Pioneers
The first and only international team to compete in the Formula Student series.

Two Headquarters
Based in Corvallis (USA) and Friedrichshafen (Germany), Global Formula Racing reaches around the world.

International Management
An international team requires on-point communication. We have a dedicated team focused on organizing the environment around the cars.

Quality Engineering
Each student on our team specializes in their own tasks. In addition to their regular university schedule, students learn and gain experience with their time on the team.

Success
The cCar is currently #1 in the world rankings. The eCar is currently ranked #5 in the electric category.

Passion
We love what we do. Our race cars fuel our motivation to work even harder.

DEVELOPMENT

Deadlines
We schedule a bulletproof time table in order to have the cars rolling and testing as soon as possible.

Brainstorming
Countless hours are spent on Skype talking through all possible designs. How can we make it faster, stronger and lighter?

Idea Incorporation
The whole team discusses new options to decide on the best one. Strategic cost-benefit analysis helps to finalize our designs.

Design
This is where our ideas begin to take shape. Complex CAD-models and simulations continue to develop until design freeze.

Manufacturing
Utilizing the university resources allowed, students manufacture their own designs. All advanced and out-of-house parts are produced with the help of our sponsors.

Assembly
Once the monocoques are finished the suspension, powertrain and other systems are put into place. Shortly after, the team begins testing for upcoming competitions.

- http://www.westernformularacing.com/
  - I don't like this page nearly as much as the one above but its getting somewhere with its use of rules and a typeface that is fitting for Formula racing on the home page
- http://formularacing.dk/
  - I love how bold the design of this site is and think it does an amazing job capturing the appeal of formula racing
  - Keep in mind that the images on this site are not the kind of formula cars my page is discussing
- Photos for inspiration
  - Example of a 3D car model

  - Examples of formula racing images