

Creative Director: Alex Hammarskjold  
Designer: Irina Pavlova

#### Notes from meeting with Irina

- Irina came to me with a sketch of her ideas for the website and it was very in line with what I was thinking. We talked about keeping the clean, but also fast aesthetic.
- We decided that black and white images would work well, with maybe including image that's all black and white, but with the formula car in color.
- Certain text elements would be bright red to draw attention to them and go with the formula racing aesthetic.
- The alternative pages will be linked at the top of the home page and when you scroll down the home page past the information that is wanted on that page there will be vector icons with a short introduction that will also link the user to the other pages.
- We also discussed incorporation motion in the page with a gif or video since the topic is all about fast motion.
- At the end of our meeting we discussed the idea of the point of view of the driver looking onto the track and his car dashboard. That brought us to the idea of using the dashboard elements as inspiration for the look of the vector icons on the page.