

Creative Brief

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Project Title: Lewis Hamilton Website

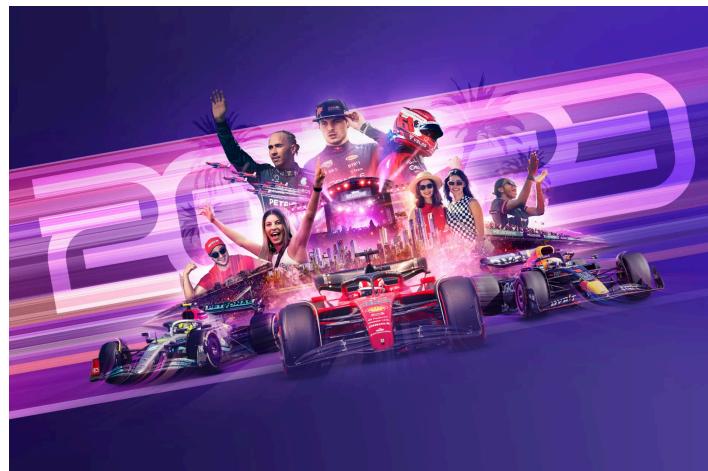
- 1) **Project Overview:** My website will serve not only as an overview of Lewis Hamilton's racing career, but also his life outside of the sport. He is the most decorated British motorsports driver of all time, and also one of few athletes outspoken on social, environmental and political issues.
- 2) **Resources:** Most information will be taken from the Wikipedia article about Lewis Hamilton, available [here](#). I also plan to get statistics from the official F1 website, as well as images compiled from various sources as they fit my needs.
- 3) **Audience:** The audience of this website is intended to be anyone who wishes to learn more about Lewis Hamilton, both on and off the racetrack. I do not maintain a portfolio or plan to make a profit off this website, so it likely won't be promoted to any individuals.
- 4) **Message:** I would like this website to serve as a database for Lewis Hamilton's career statistics primarily, but to also emphasize the work he does outside of racing. He has an incredibly storied career, but I would be remiss to not also spend time focusing on the activism he promotes in his personal life.
- 5) **Tone:** Being a primarily statistical website, I think the tone should be more formal, as it is presenting numbers and other factual statistics. More cut and dry, with my own personal commentary cut out. For the sections about his personal life however, I do want to have a sort of serious tone, emphasizing the importance of what Lewis does.
- 6) **Visual Style:** I think it could be fun to incorporate some of the key visual elements found in Formula 1 into my design, though I am not entirely sure how I might go about this. Potentially using the scoreboard in some way, or checkered flag motifs. There definitely should be an emphasis on "speed," tying back into the theme of motorsports. Many F1 key visuals have a futuristic and speed-like theme (not really sure how else to describe this). I do also want the site to have sort of a grand feel, as Lewis is one of the most decorated athletes in his sport, tied for the most drivers championships and holding records for the most wins, pole positions, and podiums, among others. Below I have included some visual cues I may use:



The Formula 1 scoreboard



2009 key visual for F1 game



2023 Australian Grand Prix key visual



Images from F1 podiums, some motifs to draw from for “grand” feel?