TSWD Part 2: Creative Brief
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Overview
Design an insightful F1 based visualisation, which will be informative to both F1 fans and non F1 fans is the main project objective. The main story of the visualisation is a comparison between Michael Schumacher and Lewis Hamilton, both 7 time world champions in F1 (they both share the world record; Hamilton recently equalled the record at the 2020 Turkish Grand Prix).

Drivers
The aim of the visualisation is to tell a story that will appeal to F1 and non F1 fans alike. A comparison with the two best F1 driving legends will provide useful and informative takeaways for both audiences.

Audience
The audience can be split into two major categories: those who are F1 maniacs and those who think F1 is just driving in circles. The infographic designed should be relevant and understandable to both these audiences. F1 fans can contextualise the challenges each drivers encountered in achieving the world record and the general audience can appreciate the highly competitive nature of the F1 circuit.

Tone
The tone adopted should be neutral in order to not show biases or favouritism, especially when comparing two people's achievements. The visualisation is to be presented in a factual tone with a little bit of a 'wow' factor for people to realise that they're looking at a comparison of the greatest F1 legends. The colours and typography matches that of F1's in order to draw in the F1 audience, while making it look overall eye catchy in order to ensure anyone who glances at it will stay to look at it for a little longer. Care has been taken to avoid my biases and opinions. Therefore, the visualisation is a stylish representation of the factual data and not cherry picked data points in order to validate any preconceived conclusions. In short, the story emerges from the data and the infographic will serve as a useful aid for viewers to obtain insights that could challenge or confirm their own views.

Message
Having recently equalled a world record and currently being one of the top racers, Lewis Hamilton is a name most people are familiar with regardless of their F1 familiarity. Michael Schumacher may also ring a bell to an older audience as his career was at its peak from the late 90s to the early 2000s. Comparing these two may have some interesting takeaways for the F1 audience. For example, the F1 community feels that Hamilton faces no real competition due to his overpowered car which dominates almost every race. This visualisation may either validate that claim for them or do the opposite (as one of the parameters would be to compare the margin by which Hamilton and Schumacher won each championship). Similarly, by adding useful information about F1 alongside the main visualisation, non F1 fans will have a better understanding of how F1 works and the difficulty level of winning 7 world championships. The non F1 fans should feel like they've learned something new about F1.

Details
The main visualisation would be comparing Hamilton and Schumacher for every championship year they won on 3 metrics: wins (1st place finishes), podiums (top 3 finishes) and the margin by which they won the championship (based on normalising their total points). These metrics were chosen as they're the most relevant and understandable. In addition to these, we could include top speed comparisons, number of fastest laps etc but that might make the overall visual seem too cluttered and take the attention away from the key takeaways.