Creative Brief

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Project Title: Formula E Website

1. Project overview

The goal of my website is to the exciting formula e race to the audience since it is not as well-known as Formula 1. I want to provide a comprehensive context for the audience so they can learn this motorsport event in detail.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Formula_E , as well as some photography. You can also reference the official website https://www.fiaformulae.com

3. Audience

The audience will be targeted toward people who are interested in motorsports yet do not know a lot of information of this event. In addition, my professor and peer will also look at the site for reviews and critiques.

4. Message

I would like to focus on spreading the excitement of this relatively new motorsport. So I wanted to provide enough background information and exciting imageries. While the race does not have the traditional engine roars, it is still exciting to watch and the audience could get more involved with the race by voting and donating fanboost.

5. Tone

The tone of the site should be energetic and exciting. It should consist of bright colors and dynamic designs that evokes the excitement.

6. Visual Style

It should consist of bright color combinations and geometric shapes. A good reference is its official website where they utilized a lot of light blues and violets, which refers to electricity and the excitement of the event.