

Creative Brief

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Project Title: Ayrton Senna Website

1. Project overview

The goal of my website is to be generally informational, but to present Ayrton Senna's life in a way that shows how impactful and skilled he was as a driver, and also how his death led to a long lasting legacy that changed safety in Formula One forever.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Ayrton_Senna, as well as some photography. There are a lot of other photographs available on Google Images as well.

3. Audience

This is a strictly informational site, and won't be promoted commercially in any way. This will be a part of my portfolio though, so it's likely that my instructors will see and review it. It's also likely that prospective employers will see it. Demographic information could be all across the board, but the audience won't likely include children, or people of higher than retirement age.

4. Message

I'd like to focus on the unparalleled driving of Ayrton Senna. He was turning heads with his raw speed from the day he step foot in a Formula One car. The sport and the world, especially his home country of Brazil, were changed forever when he died in a crash during the prime of his career. I also want to highlight how his death changed the safety of the sport moving forward which is why we see so little fatal injuries and deaths in F1 cars today.

5. Tone

The tone here I think should be historic and moving. I really want the audience to be enamored by this athlete's skill and hard work, just as people were when he was alive. I hope that the site will reflect Ayrton's legacy and will show unfamiliar audience members why his death was so significant.

6. Visual Style

My instinct is to lean into the green, yellow, and blue of his iconic helmet design that showed off his Brazilian roots. I want to be careful about going full send on this palette though because I do not want to overwhelm the user with an overly saturated site. I've included a poster I made for the Senna movie that shows the vibe and colors that I will likely strive for.

"HE WAS
THE BEST
DRIVER WHO
EVER LIVED"
TINO LALICA

SENNA

NO FEAR. NO LIMITS. NO EQUAL.

