

Design Brief:

Our design team consists of : _____

This design should persuade people to think or feel that _____

We want to communicate this message because: _____

Our design can be described to look or consist of: _____

This design will be made through the use of: *(please circle)*

- Video
 - camera
 - editing tools (iMovie)
- Web design tools
- Flash
- Print mendia – Photoshop & inDesign
- Macromedia Freehand (computer illustration)
- Sound editing tools (e.g. Garageband)
- 3D design tools (e.g. [Sketchup](#))

If we actually had a client for this, we imagine them to be:

The target audience can be described as (be specific of age range, gender, community, social or political bias): _____

Branding works by helping people think or feel a certain way by associating our idea with a preexisting one (the Mac guy sells Macs because he is calm, functional and cool, just like how

Apple wants us to think the Mac will make us instead of the PC guy who is nerdy and clumsy). In our project we hope to make branding happen by: (explain how you could use branding to help persuade an audience)

This design would best fit in with (which type of magazine or TV show):

To establish our authority over this issue, ensuring that we have our facts straight, we will refer to these specific sources (specific URL, book or article... e.g.: Google is NOT a source):

1. _____
2. _____
3. _____

What might the impact of your design be on an audience, as often a design is seen by more people than a target audience, they are the incidental audience. To help determine impact on the whole audience, try a tetrad:

How would your design Enhance the perceptions of an audience?

What might this enhancement make Obsolete?

What might be the Reverse of this design?

What does your design Recall or remind us of. E.g. the ipod recalls the jukebox.

Any other impact you can predict?

Below, please add a sketch or any other notes to help someone visualize your idea.