



## Your Creative Platform

Answer these questions when you start to plan how to tackle your graphic product brief.

**1. What problem does your design have to tackle? What's its purpose?**

*To sell or offer something, to persuade, inform, educate, entertain, create a commercial identity, raise awareness, attract attention, impress?*

**2. Who is its target audience?**

*Think about gender, age range, interests, cultural or social background. Is it aimed at groups or individuals?*

**3. What is the basic message?**

*Can you explain the message in 5 words or less?*

**4. How do you want the audience to respond?**

*By voting, buying, feeling good, feeling shocked, feeling curious, identifying with it, learning, visiting, supporting, donating?*

**5. Where will the design be displayed?**

*On posters or flyers, on a website, on packaging, on book or CD covers, at point of sale, in magazines or newspapers, on advertising hoardings, at bus stops or train stations, in doctors' waiting rooms, as signage in a museum or gallery, on the side of a bus or taxi, on t-shirts or baseball caps, in a presentation or newsletter?*

**6. What style of visual message is appropriate?**

*Comic, solemn, simple, detailed, funky, sophisticated, subtle, stylish, low-tech/high-tech, arty, hard-hitting, discrete, high impact, street style, business-like, retro?*