



Name							
Group				Date			
Creative platform							
Product type							
1. What? What problem does your graphic product tackle?							
2. Who? Who do you think its target audience will be?							
3. What? What's the basic message?							
4. How? How does the client want the audience to respond?							
5. Where? Where is the product going to be displayed?							
6. Visual Style? What kind of visual style would be suitable?		Idea 1		Idea 2			
a) Graphic types What graphics or other images could you use use?							
b) Typography (font style and size) What font will you use for large text and what will you choose for body text? What does the font style suggest? Is it appropriate? Will the message be readable?		Use the font to type its name e.g. Chilada ICG Uno		Use the font to type its name e.g. Litterbox ICG			
c) Colour scheme What kind of colours could you use? Complementary, contrasting, harmonious or monochromatic? What message or mood will they suggest? Is it appropriate?		Use the <i>Tables and Borders Fill</i> tool to show your 3 main colours. Go to More Fill Colours for a bigger choice.					
		1	2	3	1	2	3



d) Layout

Make two thumbnail sketches of possible layouts using rectangles to show blocks of text. Number elements in the visual hierarchy from 1 (the largest/most important element) to 5 (the smallest or least important).
 What will be the most eye-catching element? Are type and graphics well-balanced? Is there a strong underlying design e.g. vertical or diagonal blocks? How will you group and align text?

Idea 1	Idea 2

Feedback
Ask your teacher's opinion for these final questions and make adjustments to your first ideas if necessary.

<p>e) Match to audience</p> <p>How appropriate is the visual style to the target audience?</p>		
<p>f) Communication</p> <p>How clear is the message?</p>		