

Using the written statement as a foundation, **propose two contrasting ideas for projects that will deliver your message / concept to the appropriate audience with design.** Create a short written statement on 8.5" X 11" plus a loose 11" X 17" moodboard for each idea. Here are some things to consider:

- 1) *how will you "brand" your idea (name, logo, type, color, etc...)?*
- 2) *Where will the content come from?*
- 3) *What media platform is appropriate for your idea?*
- 4) *Who is your audience and how does that factor into content collection and media platform selection?*

PART 02.4:

09/21)

Discuss and showcase statements, launch final portion of project

HOMEWORK: Create written briefs and moodboards for two ideas, bring ready to discuss at beginning of class

09/26)

Discuss ideas and remaining schedule for project

HOMEWORK: Choose idea and begin work on project