

Project Brief

Graphic Design

CLIENT: Company, LLC

About the project

Describe the client's wishes for this project. Eg: Book cover redesign in honor of a novel's 50th anniversary; Instagram post advocating for climate change action; poster highlighting a key concept from your curriculum.

Project goals

The design should clearly communicate the message you had set out to share. The visual components of the design should help the viewer understand the message and should be pleasing to the eye.

Artistic Requirements

- **Content** - cohesive photos, text, and graphics are included in final design
- **Composition** - design uses one of the compositional techniques
 - Rule of Thirds
 - Balance
 - Movement
 - Extending Beyond

Technical Requirements

- Artist statement completed
- Artist statement is inserted into class deck
- Artwork file saved in .jpg format
- Artwork file is inserted into class deck

Deadlines

- Draft of project is due by 12/34/56.
- Final versions of all deliverables are due by 12/34/56.