Project Brief

Instagram Campaign

CLIENT: (Name)

About the project

To recognize (something from the organization's work or history), (a campaign, fundraiser, new event) is being launched. Cohesive written and visual messaging is needed to launch this campaign on Instagram.

Project goals

The campaign should (include objectives of the campaign. A "call to action" might be appropriate here as well). The campaign should be interesting enough to make it "shareable" and include (specifics from the client). A written description for the campaign should provide viewers with additional information about the client's work and highlight their outcomes in a compelling way.

Primary audience

(Who currently follows the client on Instagram?) (Who are potential other viewers of this campaign?)

Client Requests

- **Color** - (specific choices that are relevant to the client - consult TA for help if needed)
- **Typography** - text should be integrated into the design and (specific choices that are relevant to the client - consult TA for help if needed)
- **Emphasis** - design should clearly communicate one central concept that is obvious to people scrolling through Instagram

Technical guidelines

- Image should be square.
- Image should be in .png format.
- Image should be saved as Teacher_Last_First.png
- All deliverables should be uploaded to client's database for feedback and approval before posting.

Deliverables

1. A fully-designed visual post
2. A hashtag to accompany the post
3. A written description

Deadlines

- Draft of all deliverables are due by (draft due date).
- Final versions of all deliverables are due by (final due date).