

COM210 Project Creative Brief

PROJECT 1: FLIER

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PROJECT BACKGROUND

What is the project? What are we creating and why? What are we trying to achieve with this project? What is the core message that should be communicated?

This project is a flyer that is promoting a Christian activity through visuals. It is telling the Christian community about an upcoming conference that anyone can attend. It includes prayers, worship, and all church activities.

TARGET AUDIENCE & JUSTIFICATION:

*Who is your target audience? [You can't say everyone!] What do we know about them that can help us reach them. **What is your plan to appeal to this audience?***

The target audience are people who identify as Christians or people who are interested in having a fellowship with God through Jesus Christ. Through the flyer, they can have the opportunity to join the event and have a communication with God.

INSPIRE US!

Find 3 samples of work that have been done by others that can inspire this project; place them here.



SKETCH

*Before designing the draft, sketch 4 variations of how this project can go. Doesn't have to be perfect- just show the idea. Place the image here. **This should be done before beginning the project in the Adobe programs.***

