

# COM210 Project Creative Brief

## PROJECT 5: VIDEO

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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 is a how to make a simple smoothie with high calories and high protein. In this project I am trying to show the process of making a smoothie with few ingredients.*

### 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 is mostly people who like smoothie. Also people who are interested in gaining muscles, or people who mostly go to the gym.*

### INSPIRE US!

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

<https://www.bing.com/videos/riverview/relatedvideo?&q=how+to+clean+in+1+minute&&mid=DA55268B77E7759FF500DA55268B77E7759FF500&&FORM=VRDGAR>

<https://www.wikihow.com/Make-a-Smoothie>

<https://www.bing.com/videos/riverview/relatedvideo?&q=how+to+make+smoothie+in+1+minute&&mid=F5487464B5AD3C39BB17F5487464B5AD3C39BB17&&FORM=VRDGAR>

### OUTLINE

*Develop an outline of your how-to video and place it here.*

***This should be done before any recording takes place.***

***Introduction***

***List the ingredients***

***Start with the process***

***Have a friend taste it.***

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