**Persuasion in Design**: Project Brainstorming and Planning Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Idea: *Describe your ideas for your campaign (multiple pieces that work together-all with the same message). What do you want someone to DO (buy, sign up, vote, attend, etc)*  |
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| Relevant information: *What details will you need to include in order to persuade your viewers. Be VERY specific.*  |
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| Target Audience: *Create a profile of them. How old are they, what do they like to do, are they male or female, what do they do in their free time? Answer as many questions about them as you can create in your mind.**Be DETAILED and SPECIFIC.*  |
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**Research:** (Required) *Complete a research document in Word. Research is an essential phase of the Design Cycle and is what designers do to understand the subject of the design work they will be doing. It helps them organize thoughts, widen their knowledge base and spark ideas.*

1. Capture at least 1 page of information (text) about your subject in general. *Use at least 3 sources to compile your information and capture the links for those sources on this document. Do not include information you have not read through. You need to UNDERSTAND everything you are putting into this document.*
2. Reference Images: *Find and include around 10 images that inform your subject. This might include other designs, images or photos that pertain to your topic. Also capture websites and logos that are your “competitors” so you can get a sense of what the market for your product, business or service looks like. Do this in an InDesign document regular letter size 8.5 11 in.*