**PRODUCT GRAPHIC MEDIA DESIGN BRIEF**

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| **CLIENT** |
| **PROJECT NAME** | **Multi-Cane**  |
| **CLIENT NAME** | **Grandparents and people with disabilities**  |
| **BRAND** | **Omar’s canes** |
| **PRODUCT** | **Cane with seat and flash light**  |
| **CONTACT INFO** | **NAME** |  Omar Zarea |
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|
| **DATE:**  | **AUTHOR: Omar Zarea**  |
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| **PROJECT** |
| **PURPOSE | *why?*** |
|  To Help parents and grandparents with injures or disability. With a flash light you can walk anytime everyday.  |
| **OPPORTUNITY | *ultimate impact?*** |
|  Help people in need. And make long distances near.  |
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| **OBJECTIVE** |
| ***what does the project work to achieve?*** |
|  Make older or disable people life’s easier. |
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| **CREATIVE / DESIGN ELEMENTS** |
| ***what are the fundamental creative / design components of the project? Ie. styleguides, look and feel, specific printed pieces*** |
|  Cane  |  Seat  |
|  Flash light for night walking  |  Umbrella  |
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| **TARGET AUDIENCE** |
| **PROJECT TARGET | *who are we trying to reach?*** |
|  Make safe and easy moving to our older and disable community . |
| **BRAND TARGET | *who does the brand speak to?*** |
|  People with disabilities.  |
| **DESIRED REACTION | *what actions do you wish your market to take?*** |
|  Transportation safely with no worries. |
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| **ATTITUDE** |
| **PROJECT TONE | *what traits are we trying convey?*** |
|  Simple design that helps big.  |
| **BRAND PERSONALITY | *what characteristics define the brand?*** |
|  Useful product to fulfill their needs. |

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| **COMPETITIVE ANALYSIS** |
| **REFERENCES | *research, inspiration, and styles*** |
|  The market is full of canes with seats. My combination of Cane with seat, flash light and umbrella has not been combine into one single product that has it all , also more features can be added such as hand massage.  |
| **THE TAKEAWAY | *what is the key idea to be remembered?*** |
|  Several features in one product that is safe and useful.  |
| **TAG LINE | *prepared copy, key words, or theme*** |
|  No fear of long walks. |
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| **IMAGE REQUIREMENTS** |
| **GRAPHICS** |
|  Graphic Crutches and Canes samples to create meaningful logo. |
| **PHOTOGRAPHY** |
| Pictures of older people , Disabilities and injured.  |
| **MULTIMEDIA** |
|  Video on how the multi Cane will work.  |
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| **SCHEDULE** |
| **PROJECTED TIMELINE** |
|  TBA  |
| **IMPORTANT DATES / DEADLINES** |
|  01/29 , 02/05 |
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| **BUDGET** |
| **AMOUNT** |
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| **FINANCE SOURCES** |
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| **ADDITIONAL FINANCIAL PROJECTIONS / NOTES** |
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| **FURTHERMORE** |
| ***include any additional critical information*** |
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| **COMMENTS AND APPROVAL** |
| **CLIENT CONTACT NAME & TITLE** |
|   |
| **COMMENTS** |
|   |
| **DATE** | **SIGNATURE** |
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