**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** | |
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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** | | | | | |
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| **COMMENTS** | | | | | |
|  | | | | | |
| **DATE** | | **SIGNATURE** | | | |
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