1. CONCEPT PARAGRAPH:

Explain what information you intend to emphasize in your social media carousel.

What style (category) of typeface(s) do you intend to use and why?_____

_____

_____

_____

2. TARGET AUDIENCE
Who potentially, is using the organization's product/service?
(Describe the market demographics. Possible differentiators include:
Gender, Age, Education, Race, Relationship Status, Income Levels, Hobbies, etc). _____

_____

_____

_____

3. SKETCHES
Render 4 sets total. *(Seven squares equals one set).*

Remember to keep type left justified.