

1. CONCEPT PARAGRAPH:

Explain what currency you intend to design, for which country, featuring which person, and the bill amount.

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

2. TARGET AUDIENCE

Who potentially, is using this currency? What design elements will you use that indicate the bill is trustworthy?

(Describe the market demographics. Possible differentiators include:

Gender, Age, Education, Race, Relationship Status, Income Levels, Hobbies, etc). _____

3. SKETCHES

Render 5 sets total. *(A bill front and back design equals one set).*



*Remember to keep type left justified.
Centered type could also be used.*

4. Reading Summary (Color Article, OR Currency Article):

Pick Three Topics from the Reading, identify them with a title, and explain in three sentences.

Topic 1: _____

Topic 2: _____

Topic 3: _____
