

1. 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).

The market is comprised of ___??_ main segments

(Three are shown below, you can add or subtract as needed).

Primary Target: (_____ %)

Secondary Target: (_____ %)

Tertiary (mass-market) Target: (_____ %)

2. TONE AND MANNER**Personality**

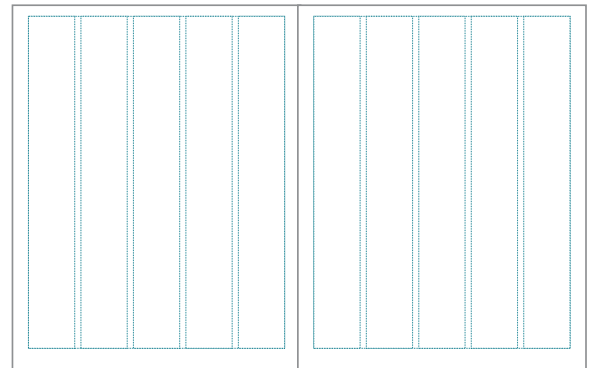
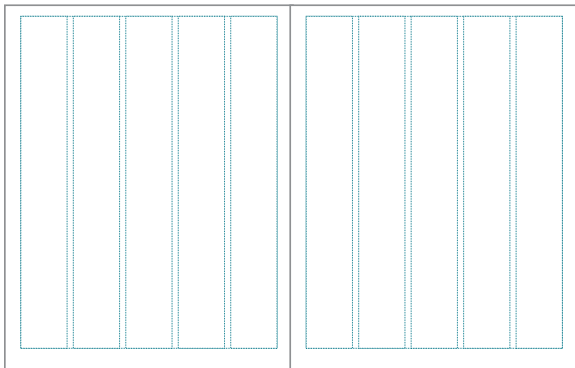
Describe the book's ideal personality/attributes *(Ex. Imaginative, Eccentric, Clever, Untamed)*

Visual

What design tools will you use to convey the text images provided? *(Ex. Hierarchy, Focal Point, Balance)*

Color Scheme:

Sketch Set 1



Cover

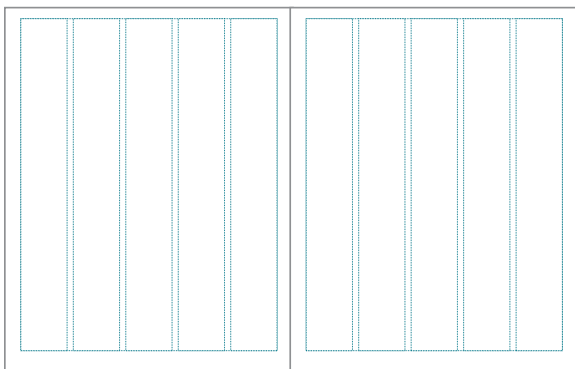
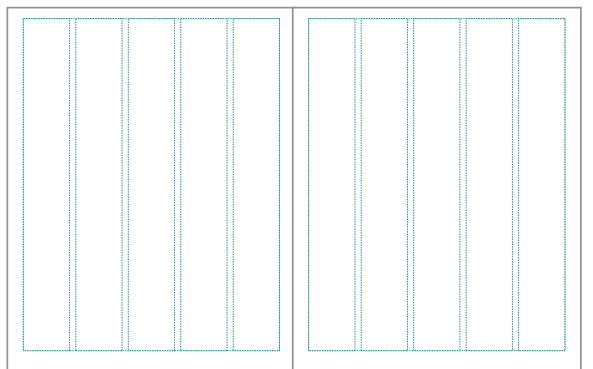


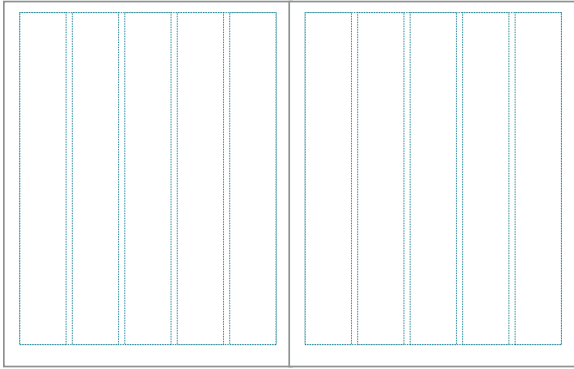
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Opening Spread - Article 1

Opening Spread - Article 2

Sketch Set 2



Cover

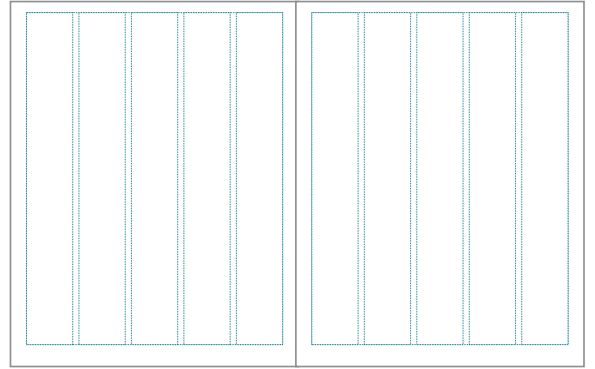
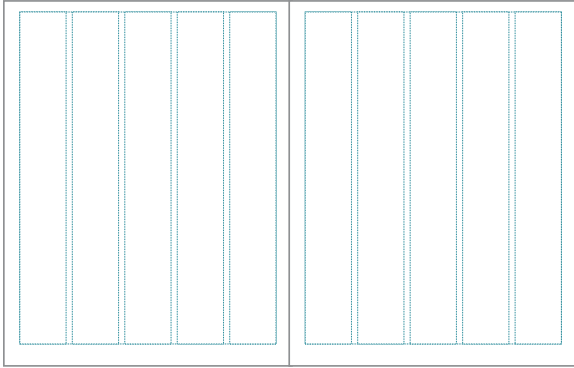
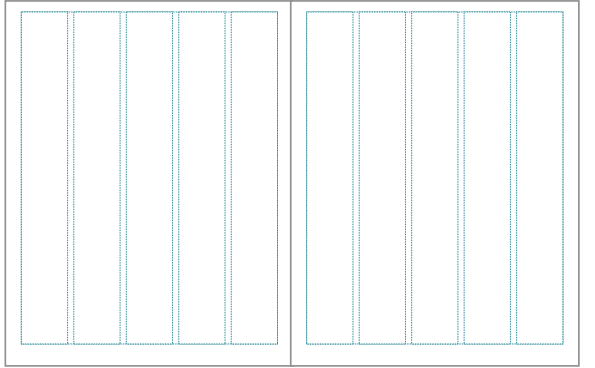


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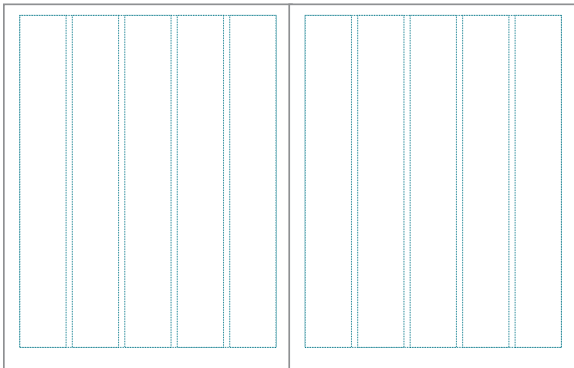


Opening Spread - Article 1



Opening Spread - Article 2

Sketch Set 3



Cover

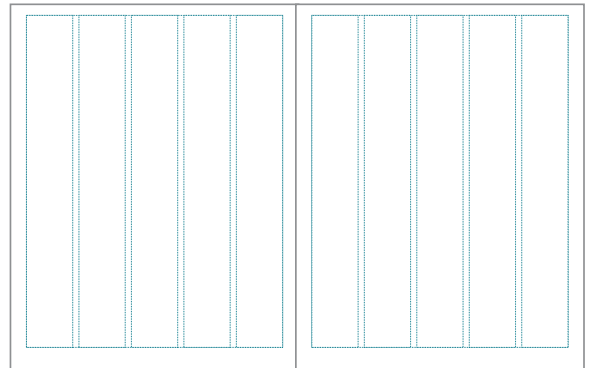
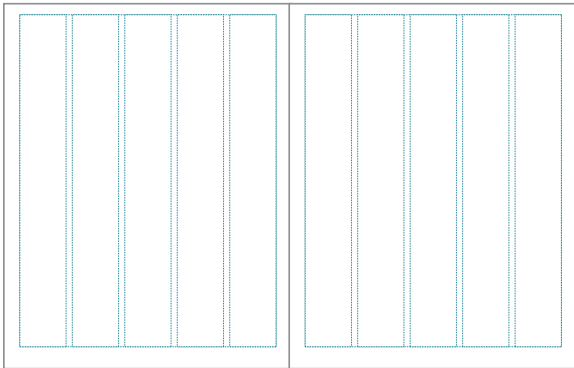
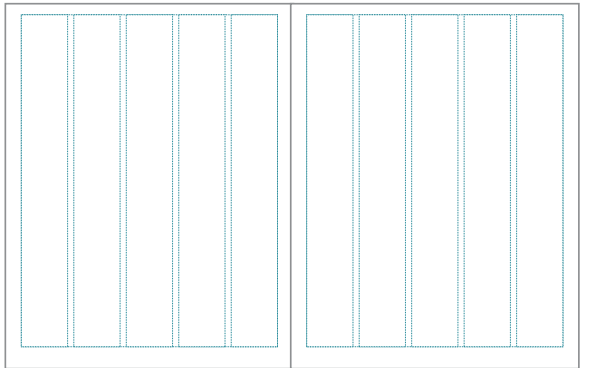


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Opening Spread - Article 1



Opening Spread - Article 2