

**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: ( \_\_\_\_\_ %)**

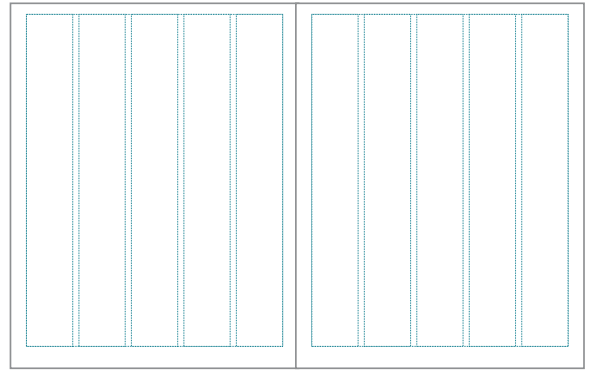
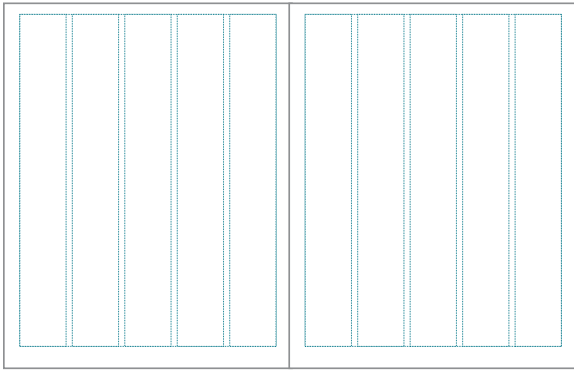
**2. TONE AND MANNER****Personality**

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

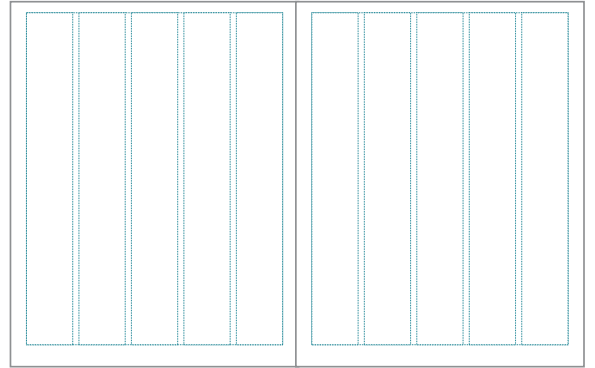
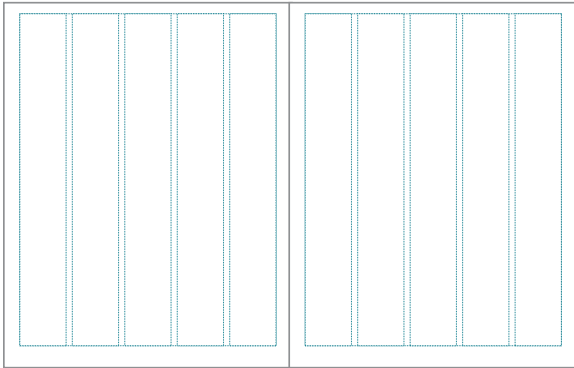
**Visual**

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

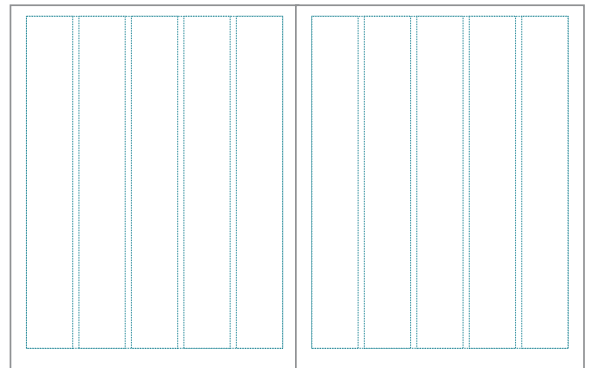
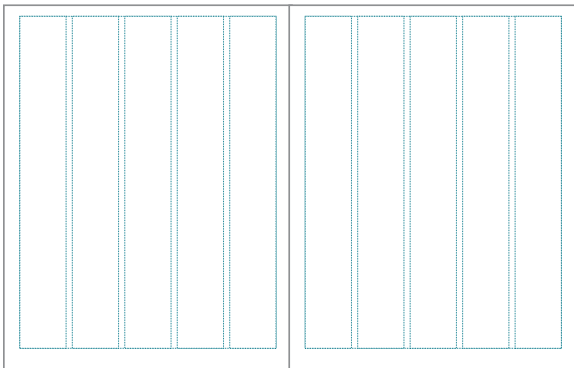
Sketch Set 1



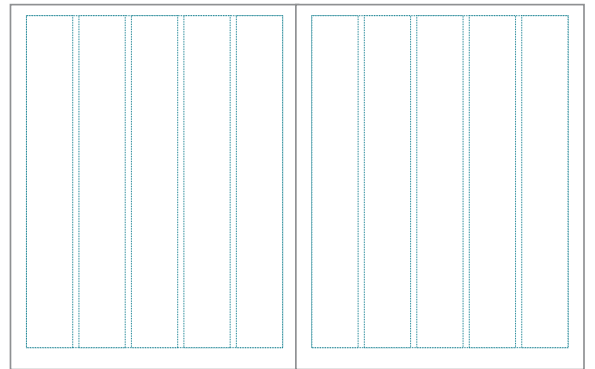
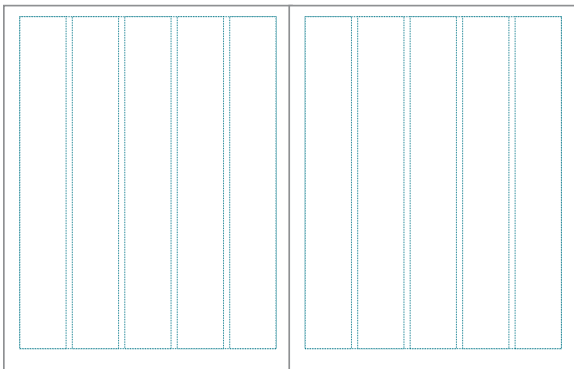
Opening Spread



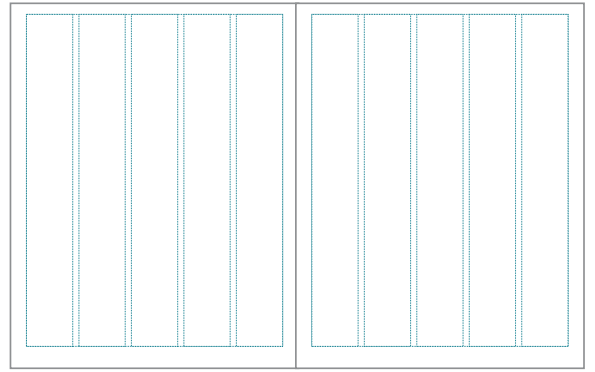
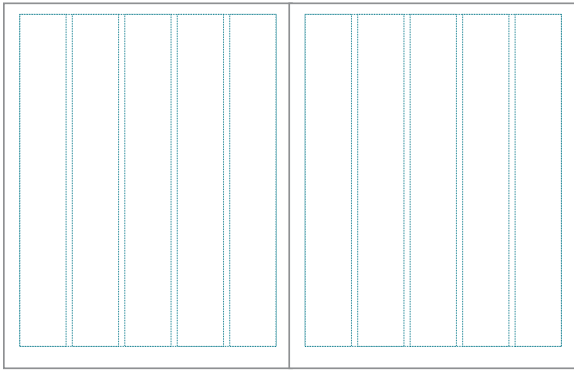
Sketch Set 2



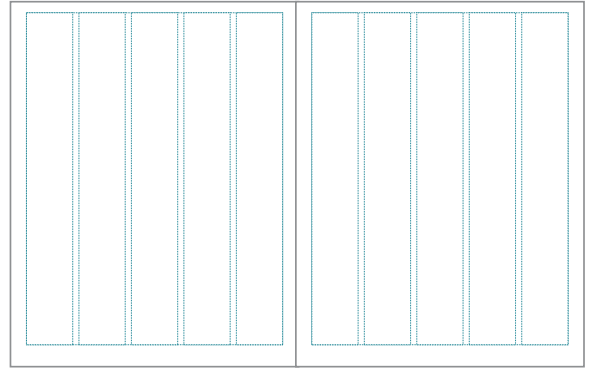
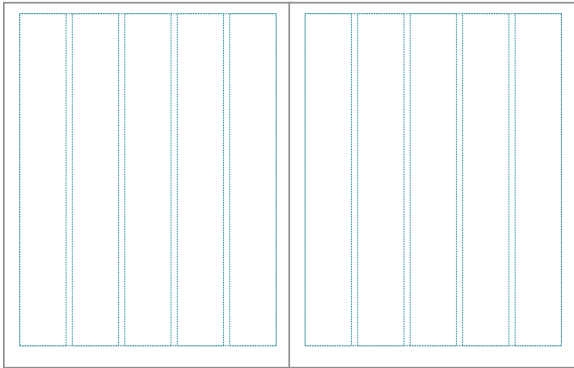
Opening Spread



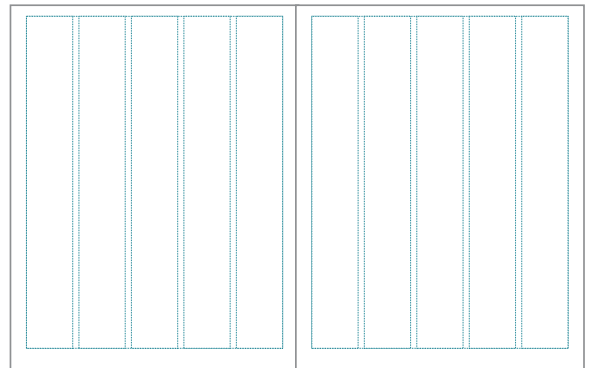
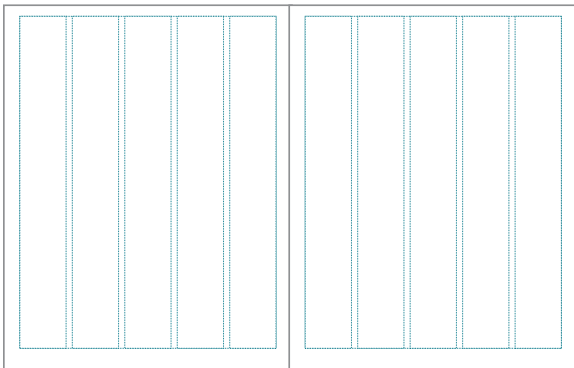
Sketch Set 3



Opening Spread



Sketch Set 4



Opening Spread

