

COM210 Project Creative Brief

PROJECT 2: WSU Promo

Date: 9/11/2023

Name: Rachel Jones

PROJECT BACKGROUND

This is a WSU Promo project. This project will help me further my skills using photoshop, lightroom, and taking and editing photos. This project is to create a promotional flyer for WSU, highlighting why I love WSU in a artistic way using photography I took.

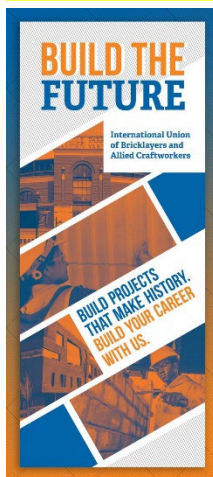
TARGET AUDIENCE & JUSTIFICATION:

Highschool students and maybe transfer students, so late teens and early 20's, anyone who could be applying to go to WSU in the near future.

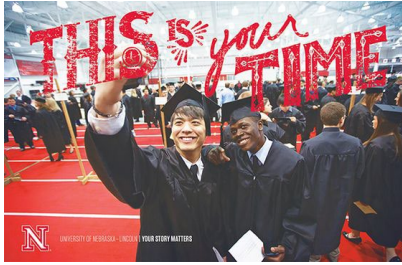
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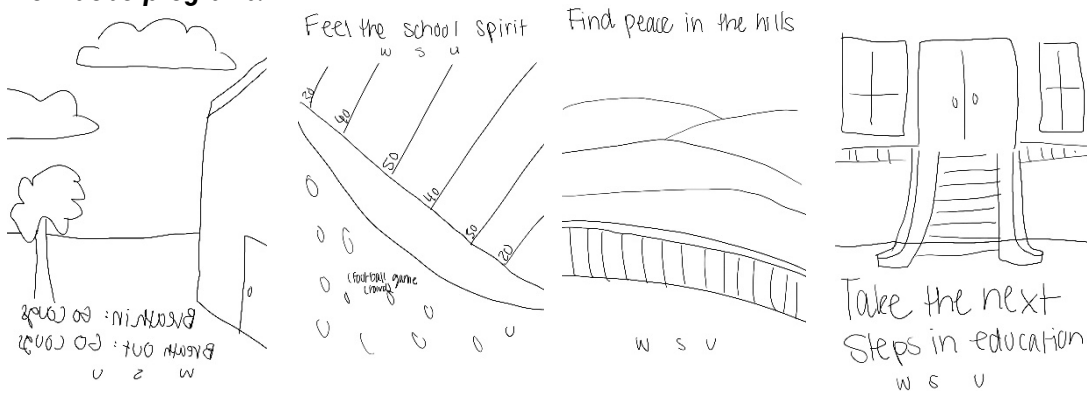
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SKETCH

Before designing the draft, sketch 4 variations of how this project can go. Doesn't have to be perfect- just show the idea. Place the image here. **This should be done before beginning the project in the Adobe programs.**



The following will be completed for the final submission only:

PROJECT DETAILS

DRAFT

Place a JPG image of your draft here.

CHANGES

What changes have you made since you created the draft?

FONTS

Tell us the fonts you used and their category.

COLOR SCHEME

What type of color scheme and specific colors did you use?

IMAGES

Cite images (including yours) you used:

TWITTER

What is the link to your Twitter post for this project?

Reflection

THINGS LEARNED

Please answer each question below.

1. What are a few things you learned while working on this project?
2. What are you most proud of? What was most difficult for you?
3. How effective is your project in communicating the message? Why?