

Week 1-2 Project Brief & Client Requirements

Key Literacy **Client**

Definition - a person who pays a professional person or organization for services

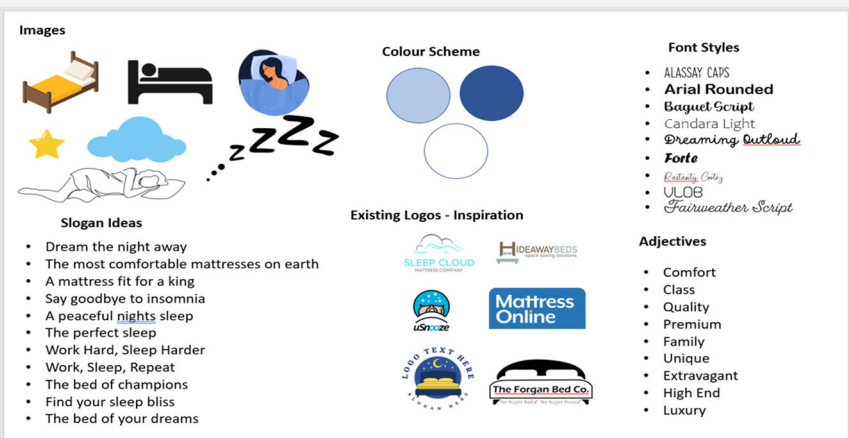
Associated terms - Customer, Person, Organisation, Meeting, Liaise, Service, Payment

- The graphic designer organised a meeting with their **client**.
- The graphic designer's new **client** was a hair dresser.

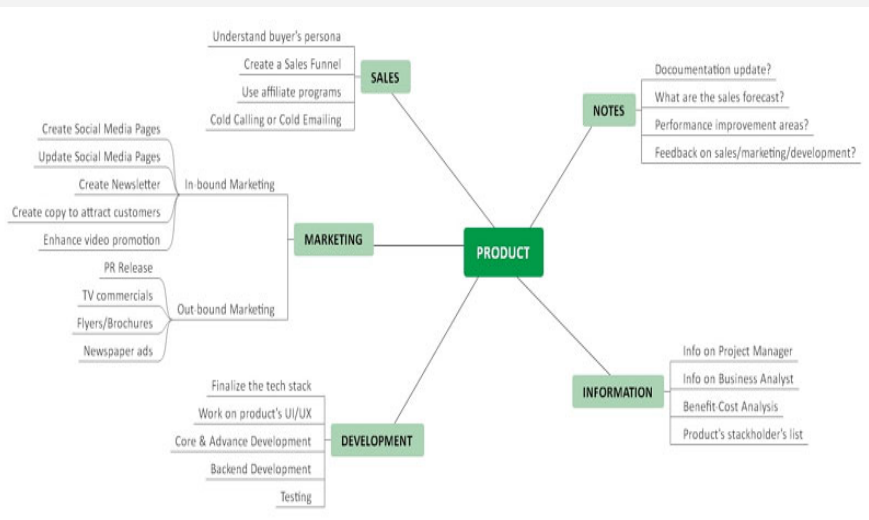
Project Brief : A project brief is a **short description of key elements of your project**. A project brief will outline the following:

- Company information
- Product to be created
- Target audience
- House tyle of your product
- Content to included
- Product format

Planning Technique 1: Moodboard



Planning Technique 2: Mind Map



Week 3 - 4 Project Development

Key Literacy **Software Choice**

Definition - the program selected by the project developer to meet the needs of the project brief .

Associated terms - MS PowerPoint, MS Word, Mindmap, Adobe Photoshop, Adobe Illustrator

Key Tips

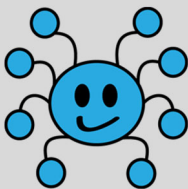
- Set up folders with appropriate names
- Name files with appropriate names
- Save files in the correct folder
- Understand the project brief and the client requirements fully
- Select the correct software
- Practice tools and techniques to allow you to create your product

Software:



PowerPoint - software which can be used to create mood boards and electronic portfolios.

Ms Word a word processing software which allows students to create edit print and save documents.



Mind Mup an online software which allows students to create mind maps to help develop and expand on their original ideas.

Adobe Illustrator - a popular software application used by artists and graphic designers to create vector graphics.



Adobe Photoshop - a software created by Adobe which allow users to create digital graphics and manipulate images.

Week 5-6 Project Documentation

Key Literacy **Project Documentation**

Definition - documents created to present to the client

Associated terms - document , file, presentation, headings, filenames

- I emailed my client all relevant **project documentation**
- I organised a meeting with my client to review the **project documentation** .
- The project documentation was effective as the client accepted the proposal.

Key Tips

- Use the snippet tool to select key areas of your product to present
- Evidence your product against the success criteria
- Use headings and subheading to structure your evidence
- Proof read and spell check your written explanations
- Explain each print screen with relevant annotation that outline and provide a detailed justification of your choices ,

Project Documentation examples

