# Project 1 | Before You Design

Your project: create a destination postcard. You choose the place and decide what the postcard should say. But there is more to designing than picking colors and pictures.

## You have two ways to work

**OPTION A · Be your own client**

You make the choices. Pick a place you care about, decide who should see your postcard, and choose what you want them to remember. You also set extra limits for yourself, such as a certain mood or a small set of colors.

**OPTION B · Work with a pretend client**

Ask a parent, sibling, or another family member to pretend they need a postcard. Ask them what place they want to feature, who will receive it, and what they want people to do or remember. Listen first. You are the designer, so you still decide how to communicate their idea clearly.

## Think like a designer in a small business

Imagine someone hires you to make this postcard. Your job is not simply to make something pretty. Your job is to understand what the customer needs, make a plan, and design something that works for the people who will see it.

Before you open Canva, ask: Who is this for? What is the postcard supposed to do? What matters most? What facts do I need to check? What choices or limits should guide my design?

## What is a creative brief?

A creative brief is your plan for a design project. It records the decisions you make before you start. When you feel stuck, check your brief. When you change something, ask whether the change still helps your audience and purpose.

## Your work for Phase 1

1. Answer the creative brief questions on the next pages.
2. Research your place and record your sources.
3. Draw two different small layout thumbnail sketches.
4. Choose one idea and build Canva Draft 1.

Submit your completed creative brief by email to mprintage@gmail.com. Take a picture or scan both sketches and include them along with your Canva Draft 1. You will bring these 3 parts (brief, sketches, draft) to class on October 15 for our first class critique. The first draft is not supposed to be your final, so don't worry about getting it all done in one week. It is your first test of your plan.

**A good designer can explain why a choice was made. That is what this worksheet will help you practice.**

# Project 1 | Creative Brief

Phase 1: Research, Proposal & First Draft. Write your answers by hand. Choose Option A or B from the introduction, then answer each question as the designer for this project.

### 01 · Destination

What real place are you featuring? It could be a city, landmark, museum, park, or historic site. Why is this place worth noticing?

### 02 · Audience

Who is most likely to enjoy or need this postcard? Think about age, interests, or reasons for visiting. Do not write “everyone.” If you have a pretend client, ask who they want to reach.

### 03 · Purpose

What job should this postcard do? Choose a keepsake, invitation to visit, event promotion, or another clear purpose. What does your client or audience want to happen? This postcard should help my audience...

### 04 · Main message

What ONE idea should someone remember after looking at it for three seconds? Try a short phrase that fits your purpose.

### 05 · Three research facts

Find three true details about your place. Which ones might help your audience understand why it matters?

### 06 · References and sources

Where did you find your facts or images? List at least two sources. Study examples to learn, not to copy. Check that you are allowed to use any images you choose.

# Project 1 | Creative Brief (continued)

### 07 · Visual direction

What kind of picture, colors, and fonts would fit this audience and message? Will you use a photo, illustration, or both? Explain at least one choice. Aim for two or three fonts at most, and fewer if that works better.

### 08 · Project constraints

Your required format: ONE postcard front, 5 × 7 inches, landscape, made in Canva. Include the destination name, a clear message, a suitable image or illustration, and readable text. What extra limits will you or your pretend client set? Think about colors, style, or information that must appear.

### 09 · Two thumbnail sketches

Draw TWO small, clearly different layouts. Show where the image and words might go. These are quick plans, not finished art. Circle the one you want to build first.

| THUMBNAIL A | THUMBNAIL B |
|---|---|
| | |
| | |

### 10 · Why I chose this direction

Which sketch did you choose? Explain how it helps the right audience notice the main message.