

NAME Leonie Fisher

P L A N N I N G G R I D F O R P R O D U C T S

	1	2	3	4	5
What must I produce?	Logo	Car sticker	Poster	Box	Banner and web images
What is it for? (Purpose?)	Action 4 Energy campaign to make the brand recognisable	To advertise the campaign	To recruit new members to the organisation	To contain a long-life light bulb that's a promotional gift	To make the site appealing and reflect the campaign identity
What's the message?	Join the campaign, save energy, use green energy	Contact details. Make the campaign more visible. It's a free handout – feel good factor	It's modern and eco-friendly to save energy and use sustainable resources	It's another freebie – feel good factor when thinking of brand. Energy saving is cool.	Action 4 Energy is interesting – find out more about saving resources
Who's the target audience?	Adults – all age groups	Any passer-by on the street	Young professionals in their twenties and early thirties	Guests at the launch party - adults	14 – 19 year olds
What's the medium/format?	Vector drawing for screen and print	A circular sticker – vector for print	Bitmap for print	Cardboard box – vector net plus decoration (bitmap or vector)	Web page
What's the technical specification?	Should be visible large and small, in colour and B&W	Circle = 10cm diameter. Must show logo, phone or web and campaign name	Use logo and campaign name plus image promoting alternative energy	Use logo and make a visual connection with the other products. Show image of assembled box.	Banner must only have texture/pattern, text and logo. 4 original photos.
When is the deadline?	20 Jan 06	25 Jan 06	13 Feb 06	6 Feb 06	20 Feb 06
Who will review my work?	ICT teacher, 2 friends	My parents	ICT Teacher, Art teacher	Teacher, parents, local shopkeeper	ICT teacher, Geography teacher
When?	See detailed project plan				
What changes did I make as a result of feedback?	I designed a second logo using initials as well as the one with symbols.	None	I added a border at the bottom and used the initials logo not the bulb. I changed the font and layout.	Glued tabs in wrong place > changed drawing. Showed two versions and selected the favourite	Mended broken links